

# PRINTERS' INK

*A JOURNAL FOR ADVERTISERS*  
185 Madison Avenue, New York City.

VOL. C

NEW YORK, AUGUST 16, 1917 - 3342 No. 7

## *A Masterpiece of All Time*



A COLOSSAL block of marble! Agostino d'Antonio had worked on it years before, but he had failed. People said there never would come a man competent to fully realize its possibilities.

Then Michelangelo returned to Soderini, and he was commissioned by Soderini to create a statue.

No new material was his—only the anchor-stone of another's hopes and ambitions. But Michelangelo was a master workman—and in his hands the touch of genius.

Slowly but surely the irregular piece of marble took on shape and form, and out of its cold, inanimate stone there rose a masterpiece of all time—*Michelangelo's "David."*

Who can say that there are not innumerable parallels in business—instances where one man of determination and specialized ability has taken the unfinished work of another and forced it through to glorious completion—turning its very peculiarities and obstacles into stepping stones to achievement!

There never has been a motto more representative of true business development—

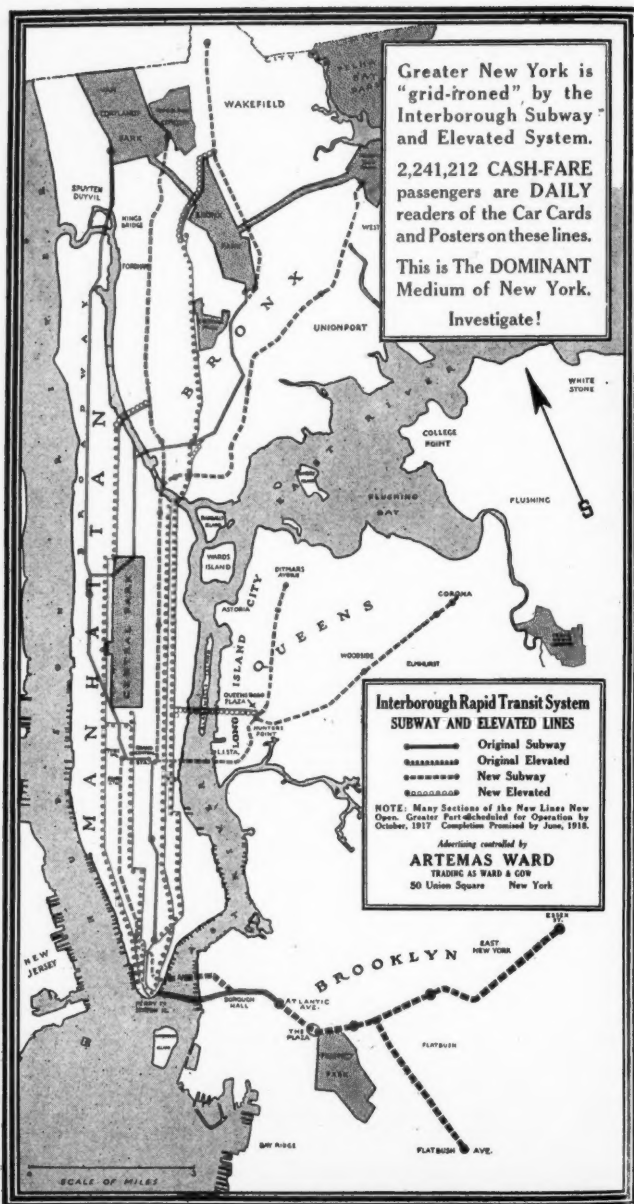
*"Keeping Everlastingly  
At It Brings Success"*

N. W. AYER & SON  
ADVERTISING HEADQUARTERS  
PHILADELPHIA

NEW YORK

BOSTON

CHIAGO



110 9  
2541-  
D51  
P93 V. 100  
2017-13

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893

VOL. C

NEW YORK, AUGUST 16, 1917

No. 7

## Great Arms-Maker Advertising to Create a Peace Market

Winchester Repeating Arms Company in Three Separate Campaigns to Revive National Interest in Marksmanship as a Sport

By Henry A. Beers, Jr.

MUCH has been said in these columns about the wisdom of the war-order manufacturer advertising to conserve his peace market. Is he doing it? In more than one case, yes, and we could want no more conspicuous example than that of the great Winchester Repeating Arms Co., of New Haven, Conn.

Three extensive and distinct advertising and sales campaigns are in course of development by this company, two of which are already appearing, while the third will break in the fall.

The size of these campaigns is no more significant than the impelling motive behind them. But their meaning is lost if the reader delimits their importance to the munitions field. As a study in carefully sounded and visualized merchandising they are worth any man's attention. And the shoe manufacturer, the cloth manufacturer, the hat manufacturer, the makers of a thousand and one products that will find their way into the Government storehouses for one and another purpose—this story is for them, lest, flushed with a glut of wartime business, they forget that business is primarily a peace market problem, temporary conditions to the contrary. Business vigilance must necessarily, even in wartimes, be exerted on the premise that war conditions and war prosperity are hardly permanent.

"You must remember that the

Winchester is a peace-time gun," said Fowler Manning, sales manager of the Winchester company, and in this distinction rests the crux of the situation.

Consider that this campaign started when the United States was but three months actually at grips with the war, with no end in sight. Further than that, however, it carries the point for the man who has no hand in so-called war orders, but who believes "sitting tight" is his move for the present. But the present has a way of moving along. The manufacturer and advertiser who thus prepares himself in the uncertainties of war for the certainty of peace is taking care just as much of any possible market depreciation as he is in marking off for plant depreciation that, when peace comes again, he will not be market bankrupt.

It is said on good authority that the expansion in plants and equipment by manufacturers of war materials has been in many cases entirely taken care of by foreign capital; that the local manufacturer has had simply to supply an enlarged organization and executive facilities to carry out contracts in the enlarged plants, and thus has been covered against a possible capital loss in plants. This in no wise affects his peace market situation. A temporary relaxation of attention to his more stable problems in any case can prove harmful. It's like a man

Table of Contents on page 114

who forsakes his good walking companions for one with an automobile, only to have the automobile go to smash, burn up, or otherwise disappear. And then he finds his erstwhile more humble but more constant and numerous devotees to Shank's mare grown cold.

This is somewhat the way that the Winchester company has sized up the situation. In one respect it is seizing opportunity; in another, it is creating it. The Winchester is in fact a peace-time

There were times when the manufacturer considered only the natural market. Since the extraordinary development of advertising, however, the manufacturer is coming to appreciate that the natural market by no means defines his sales possibilities. In the past generation or two many changes in American life have affected the surroundings and activities of the American boy. The expansion of cities and towns has greatly shifted the ratio of town-

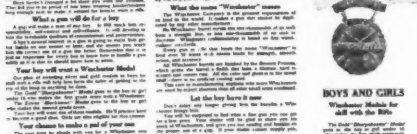
boy population to country boys, to the vast numerical advantage of the former. And the multiplication of boy activities, even in the smaller towns, has tended away from the old-fashioned type of country boy that fished, trapped and hunted for his play.

Again, the growing scarcity of game has had its effect as well on the general firearms market, although constructive steps have been taken recently to remedy this situation.

To the old-fashioned type of manufacturer this shrinking of the natural market might have sounded the death knell to his business. The modern manufacturer has a different way of doing things.

The Winchester company, in considering the subject, has concluded that the market, far from dwindling, has enormously increased—that it represents a still greater but dormant market, that must be fanned into life by the most effective means available, and that is advertising.

In arriving at this conclusion it has applied to certain theorems the proof of actual facts. In the first place, the sales of guns and ammunition have not been on a decline, but have shown an annual



### THE APPEAL TO PARENTS TO BUY THE BOY A GUN

gun. It is a name whose association carries a thrill for the small American, and the echo of a thrill for the American who once was small. It carries the flavor of border tradition, of the day when our country had frontiers; it carries the ring of local sentiment, associations of those days when we wore tippets and pressed felts, and possessed a dog and a .22 with which we went shooting—woodchucks, rabbits, tin cans or tree stumps, as a chance for a shot offered.



PRINTERS' INK



**T**HE H. K. McCann Company maintains a complete service organization on the Pacific Coast. Through our offices there we are serving the following clients. The character of these advertisers indicates the character of our service.

Hood River Apple Growers' Association

Bass Hueter Paint Company

California Associated Olive Growers', Inc.

California Packing Corporation

*Del Monte Brand*

California Redwood Association

California Walnut Growers Association

Holt Mfg. Company

*Caterpillar Tractors*

Savage Tire Company

Standard Oil Company, California

Tobacco Company of California

Wells Fargo & Company

**THE H. K. McCANN COMPANY**

61 Broadway, New York

Cleveland

IN SAN FRANCISCO

461 Market Street

Toronto

increase, although by no means commensurate with the possibilities. Then it reasoned that the American fondness for a gun has not died out, but is still latent in any boy or man, though submerged by the course of our living habits. Moreover, instead of being encouraged, the possession of firearms has been most effectively discouraged in many places by state or civic legislation. Nevertheless the fascination of a gun to the average boy and man still exists, and in proof of this the company has several supporting facts.

One has been the spread of what is known as the Wyoming idea, a plan that has received the active editorial support of *Everybody's Magazine*, and has been extended throughout the high schools of twenty-six States. This is, the inclusion of cadet training as a voluntary part of the school curriculum. It got its start through the efforts of an American army officer, Lieut. Edgar Z. Steever, detailed to National Guard instruction duty at Cheyenne, Wyoming, who found time hanging on his hands. He conceived the idea of starting some kind of boys' training work in the local high schools. It is said that the idea of calisthenics had no special appeal for the boys, but what did win their voluntary enlistment was the military drill and marksmanship training.

Then again, the Winchester company is not breaking virgin ground. In PRINTERS' INK a year ago appeared the story of how the Hercules Powder Company is advertising game breeding to the end of increasing our diminishing wild game supply, thus indirectly serving to stimulate the market for gunpowder. Makers of arms and ammunition, notably the du Pont de Nemours Company, have for some time been working to promote the sport of trap-shooting, essentially a sporting proposition, with the killing feature left out. Shooting licenses in this country have increased to 5,000,000. Within a year or so more than 1,000 new gun clubs have been formed, and it is estimated

that more than 100,000 new members have taken up trap shooting.

Also, the former state of uncertainty of our entry into the war, followed by our actual entry, served to revive an interest in marksmanship, for more than a century a matter of national pride. The number of rifle clubs formed in the country is estimated to have doubled.

In other words, as organization has spelled the possible expansion of our complex national life, to organization does the company look for the resuscitation of our national shooting for the game's sake. And by the same token the will to shoot being proved still present, the company figures to stir it into action in the case of thousands, perhaps millions of individuals, whether members or not of any shooting organization.

What the war has served incidentally to re-stimulate, it hopes by its advertising to establish and maintain when world peace shall be a fact.

#### ADVERTISING DIVIDED INTO THREE CAMPAIGNS

To this end it has prepared three campaigns, distinct in themselves, although merging quite naturally. One is directed toward reviving the shooting (though not the killing) instinct in the American boy, with a sharp tangent to parents to permit their children to have a .22; the second, growing naturally out of the first, is set to promote trap-shooting, featuring shotguns; the last is the regular appeal by this company to the small and big game hunter during the autumn months, pushing shotguns and rifles alike.

One of the most interesting phases of this great drive is the campaign to boys, and the follow-up work that is behind the periodical advertising. This opened in June with a double-page spread that inaugurated both the .22 rifles and trapshooting campaigns. While aimed to get boy business, the general medium copy is addressed to the father, appealing to him to remember that he himself was a boy once; and tells what the

THE



OF THE EARTH  
THE SUBSCRIBERS  
TO NEEDLECRAFT  
OVER ONE MILLION  
OF THEM

possession of a gun will do for a boy, teaching him responsibility, self-control, self-reliance, concentration and perseverance.

"A boy's natural interest in a gun is going to make him get his hands on one sooner or later," says the text, "and the sooner you teach him the correct use of a gun the better. Remember that it is just as important for every boy to know how to handle a gun safely as it is that he should know how to swim.

"Your chance to make a pal of your son. The next time he pleads with you for a Winchester you say 'Yes.' When you see the sparkle the Winchester will bring to your boy's eyes and the healthy color it will bring to his cheeks, you will be mighty glad you got it for him.

"There is a place near you, either in the open or at a club, where you can shoot. If you do not know where to shoot, write to us, and we will tell you where and how you can, or we will help you to organize a club."

This is addressed to the parent thus because copy appealing to the boy is running simultaneously in some of the juvenile papers. This double-spread is primarily for oldsters, showing on the left-hand page a picture of several boys with the ubiquitous dog, shooting at a tin can in the river. The right-hand page shows a line of grown-ups standing in a trap-shooting pit, and the captions from page to page run thus: "Remember what a Winchester meant to you as a boy—" "—but boyhood days had nothing on this." The text on the second page goes into the delights of trapshooting.

There is a strong tie-up in the boy copy and the plan is this. A year or two ago the National Rifle Association, a semi-official offshoot of the United States Army, to encourage marksmanship in our civil population, offered prizes to the boys and girls making the best records under prescribed regulations. These prizes were limited to those over sixteen years of age.

To gain immediate attention of boys—and girls—to the idea of

owning a Winchester .22, and to furnish the dealer an immediate merchandising contact with the national advertising, the company has devised this plan. It has formed and is featuring the Winchester Junior Rifle Corps, whereby it awards to boys and girls fulfilling certain conditions, trophies of silver and gold medals and diplomas as "marksman" and "sharpshooter" respectively. These diplomas are signed by Winchester Bennett, president of the company. Membership in the corps is restricted to those less than sixteen years old.

In addition to this, two folders have been prepared, one teaching the boy how to care for and handle a rifle, and the other, "Ask Dad for a Rifle," aimed not only to arouse the desire for a rifle in the boy, but presenting arguments why a father should allow his son to own a rifle. This is because it is recognized that the chief obstacle to selling a boy a gun is the parents' fear that he may do harm with it. Thus the company figures that a boy is a live enough prospect in himself, but that his father must be "sold" on the idea. So it virtually supplies him with a selling manual, making of every prospect his own salesman and supplying him with the selling talk to sell both his father and himself.

These booklets are mailed also to inquirers answering the national copy, and aim particularly to teach the boy how to handle and care for a gun, that his parents will appreciate that once he has learned, the gun is comparatively without danger in his hands. A list of rules which the company suggests the boy be required to learn by heart and practice is interesting enough to be repeated here:

My rifle is not a toy.

I will, when I take it up, look to see that it is not loaded.

I will not point my rifle at any living person or thing at which I do not wish to shoot, and will endeavor to prevent others from so doing.

I will not carry my rifle loaded in going to and from the firing point.

After completing my practice, I will leave the firing point with the breech of the rifle open in order that others may see that it is not loaded.

**\*Milk is milk, but there is a great difference between skimmed milk and the unskimmed article.**

So, also, there's a difference in furniture.

[Signed]

*John Wanamaker*

August 2, 1917.

So, also, there's a difference in newspaper circulations.

The A. B. C. detects the "skimmed" article.

By a co-incidence not at all strange, The Standard Union is the only Brooklyn paper which is an A. B. C. member; also the only one carrying the full Wanamaker copy.

I will look before I shoot, to see that no accident may happen from my bullet.

I will try to impress others with the importance and safety of complying with these rules.

The folder then goes into the "father and son" idea, touching on how the mutual study and practice of a rifle's use will establish or further cement a friendship between father and son.

Following out this course, the parents of every boy who answers the national advertising, or whose name comes from the dealers, receive a letter from the company to the same general effect.

This is the main idea back of the advertising and dealer work for the .22 rifles, and full-page copy is following on the heels of the double-page opening advertisement. All the copy features the rifle corps plan. This campaign is running in five of the general weeklies and popular scientific magazines, as well as four juvenile publications.

The campaign on trapshooting is running in fourteen sport and general magazines and will continue through the early fall. Its aim is to get men—and women, too—interested in trapshooting, to get them started, so that, thus started they will become enthusiasts.

Active work is in process of formation to co-operate with dealers or prospects in the formation of new gun clubs, or membership campaigns for established clubs.

The straight game campaign which starts in the fall will open in the general magazines with a splendid double-page spread, one page featuring bird shooting and shotguns, the other, big game hunting and rifles. This campaign will also run in a long list of farm papers and newspapers. During the hunting season a twenty-foot poster will be displayed on boards all over the country.

In planning the campaigns considerable attention has been paid to the hardware trade's attitude towards sporting goods. Efforts are being made to get the hardware dealer to employ more effective merchandising methods in selling guns and ammunition.

Some of the ideas have been touched upon. But the company is trying to impress on him the anomalous situation of having the drug store across the street displaying tennis rackets, baseball bats, and other varieties of high-profit sporting goods in their windows and on their counters, while his, the dealer's windows, show the conventional nail kegs, the nice blue and red banded axes, saws, etc., while such sporting goods as the store may handle, or might handle to advantage, are hidden away in the rear of the store; certainly are not displayed.

The hundred or so salesmen of the company have hitherto been virtually "missionary" men. They visited the trade to keep the company's name warm, if that were necessary. Late in May, before the start of the new advertising, Mr. Manning had them convene while the plans for the drive and the dealer work to be done were gone over, and it was impressed on them that hereafter they were specialty salesmen—must sell the idea to the dealers, and having sold it, must sell goods commensurate with the possibilities it held out.

These in the main are the outstanding features of the new Winchester sales campaign. The importance of the move is so plain in itself to any manufacturer as to need little comment. But in addition to the peace market aspects of the move is the equally noteworthy value of the example of a great and prosperous company that comes thus to realize its market is only as great as it seeks to make it, and goes out to make it great, not merely to save it, through advertising.

#### Atkinson Manager of Associated Representation Co.

Harry Atkinson, of Hanff-Metzger, Inc., New York, has been appointed general manager of the Associated Representation Company, of New York, which handles the advertising of the 400 country newspapers equipped with Prestoplate Caster.

He is succeeded at Hanff-Metzger by his brother, C. J. Atkinson.

# The Rhode Island Market Offers

Two special inducements to the national advertiser.

## Tremendous Purchasing Power

Wages, salaries and profits not only provide Rhode Island people with a good living, but enable 65% of all over 18 years of age to have savings accounts. Pay rolls paid through Providence banks since January 1, 1917, amount to \$57,090,000.

## Ready Accessibility

The A. B. C. compute the trading population to be 718,566 within an area whose furthest point is within 18 miles of the Providence City Hall. Salesmen can cover the field quickly and will find dealers receptive to newspaper advertised articles. The people of this splendid market are the readers of

## **PROVIDENCE JOURNAL EVENING BULLETIN**

RHODE ISLAND'S GREAT NEWSPAPERS

## **PROVIDENCE JOURNAL COMPANY**

PROVIDENCE, RHODE ISLAND

Representatives—CHAS. H. EDDY CO.

NEW YORK

BOSTON

CHICAGO



# Advertising to be Used in New York's Mayoralty Campaign

Fusion Committee, Seeking to Re-elect Mayor Mitchel, Will Tell What His Administration Has Accomplished

**A**DVERTISING will play a prominent part in the campaign to re-elect Mayor Mitchel and his ticket this fall in New York City.

The advertising plans and copy are now in process of formulation and the campaign will probably start toward the latter part of September or early in October. Already Fusion headquarters have opened, with George Barry Mallon, secretary of the Ridgway Company and formerly city editor of the *New York Sun*, in charge of publicity.

The advertising will consist primarily of newspaper copy. Other forms of paid publicity, such as posters, car space, etc., are also being considered and will undoubtedly figure in the drive.

While the Democratic and Republican Presidential national advertising campaigns opened fairly early in the summer last year, the Fusion campaign directors consider it advisable to concentrate their paid publicity forces in as short a space of time as is feasible before election day. This is partly because of the war situation and the local nature of the issue. It is figured that too early a start might allow interest to flag, while the concentration of campaign ammunition in a comparatively short period before election day will put the campaign's talking points where they will be remembered when the voters go to the polling booths. Moreover, by the end of September everybody with a vote to cast should be back in town.

The copy will, in the main, aim to sell the city on the accomplishments of the Mitchel administration, featuring many phases of city government reconstruction which have been comparatively unknown to the city's inhabitants. It will also feature some of the

more spectacular performances of the administration, such as the rehabilitation of the police department, etc. Some of the less-known sides of Police Commissioner Woods's work in effecting protective measures during the early days of the war, the formation of the Home Defense League and police reserve, as well as Mayor Mitchel's part in supporting the national authorities, will also furnish campaign material.

The decision to carry out a definite campaign of paid publicity was to some extent affected by the businesslike character of the national campaigns of the competing parties last year. It was further felt that in no other way could the information that Fusion seeks to make public be so quickly, generally and cheaply distributed.

In addition to the main campaign, it is expected that emergency campaigns will be called into action as the situation develops.

The Erickson Company is handling the campaign under the direction of Fusion headquarters.

## Casey Advertising Manager of Atlanta "Georgian"

Harry A. Casey has been appointed advertising manager of the *Atlanta Georgian* and *Sunday American*. He succeeds Joel Chandler Harris, Jr., who has been appointed advertising director.

Mr. Casey was formerly with the *Los Angeles Examiner*, and has been connected with the local display advertising department of the *Georgian* for over a year.

## Loose-Wiles Appoints New York Sales Manager

George C. Macdonald has been appointed sales manager of the New York plant of the Loose-Wiles Biscuit Company. He has previously been country and agency sales manager of the Boston plant.



## *The CONSUMER HATCHES*

**T**HERE comes a day in every boy's life when he voluntarily scrubs his face until it glows, and makes his first call on a girl.

That day marks the beginning of his identity as a consumer.

He grows particular about the cut of his suit and coat, the style of his hat and collar, the quality of his hose and shoes. His parents may still pay the bills, but the boy makes, *or strongly influences*, the choice.

225,000 such boys *take* THE AMERICAN BOY, and more than 500,000 boys *read* it. The average age is 15½ to 16 years, and the boys are IMMEDIATE sales factors as well as mighty good prospects for the future.

We have made a very careful study of the tremendous buying power of THE AMERICAN BOY readers and we will gladly send you details on request. You will be particularly interested in noting the good results secured by some of the shrewdest advertisers in the entire country.

# The American Boy

*"Where There's A Boy, There's A Family"*

## THE SPRAGUE PUBLISHING COMPANY

EASTERN OFFICE  
E. S. MURTHEY, Manager  
186 Fifth Avenue  
NEW YORK CITY, NEW YORK

J. COTNER, Jr., Sec'y-Treas.  
DETROIT, MICHIGAN

WESTERN OFFICE  
J. P. AHERNS, Jr., Manager  
1418 Lytton Building  
CHICAGO, ILLINOIS

*An Important Announcement*

---

# The Red Book Magazine—

---

BEGINNING with the October issue the type page size will be 7 x 10 3-16

*FICTION*—this is its battle cry in the competitive realm of magazines.

THE RED BOOK MAGAZINE is the end of experiment. When it was created over fourteen years ago, it turned over a new leaf in magazine making.

IT IS THE MAGAZINE for Americans—the best thoughts of modern writers are expressed in a fictional form which dramatizes the everyday interests of the busy man and thoughtful woman. A product of editorial brains and mechanical

---

RALPH K. STRASSMAN, ADVERTISING MANAGER

k

*grows younger as it grows older*

perfection—embodying the fundamental principle of a national literary demand.

ITS GREATEST RECORD is the inspiration to hundreds of thousands of readers each month.

ONE OF THE big vital facts back of THE RED BOOK MAGAZINE circulation quantity is its quality.

ADVERTISEMENTS in this magazine of sustained excellence become a composite force in the individual and corporate mind of its readers.

THE RED BOOK MAGAZINE delivers to advertisers—cash in with the majority.

501 FIFTH AVENUE, NEW YORK CITY

## Why the Cap "T"

Once we ourselves referred to the world's largest farm paper as "the" Farm Journal.

But ever since a visit to some rural routes in Nebraska, we have invariably spoken of it as The Farm Journal, with emphasis on the "The."

Our Nebraska friends didn't immediately respond when we spoke of Farm Journal—they asked *which* farm journal. But when the obliging jitneyman spoke up, "They mean The Farm Journal," we were greeted like long-time friends.

And it is The Farm Journal—the only one with over 1,000,000 circulation—The Farm Journal, "unlike any other paper."



# Making Over an Exhausted Market

How the Cushman Motor Works Established a Big Business in the Farm Engine Field

WHEN the Cushman Motor Works of Lincoln, Neb., started making gasoline engines for farm use about eight years ago, those who were familiar with conditions in that field predicted that it wouldn't last long.

Apparently this was a good guess; for a \$150,000 campaign of one of the principal engine companies had just hit bottom with a dull thud, and experts declared that the market was "sold up." Everybody who needed an engine and could afford to buy one, it was declared, had been induced to purchase during the big drive on gas engines which had been featured the previous two or three years.

Thus it seemed that the Cushman concern had entered the field at exactly the wrong time; that it had come along after everybody else had taken the cream of the business, and that the best it could hope to get was the skim milk.

Yet the Cushman Motor Works has been one of the conspicuous successes of the farm engine field. It has made its way to the front of the trade, and has been a leader in the matter of design and varieties of application. And it has done all this by advertising.

When it started its campaign of publicity about five years ago, after struggling along with adverse conditions for a time, its shop could have been put in a tiny corner of the factory of one of the leading engine companies. To-day it has a big, modern plant, employing 250 men, and is reputed to be doing a business of close to a million dollars a year. And war orders haven't had a thing to do with its prosperity.

The statement was made that these results were accomplished by advertising. That needs to be qualified just a bit, for, of course, the advertising promoted a good idea. Advertising couldn't save the campaign that failed, because it followed the stereotyped lines

that had been successful before. But the experience of the Cushman Motor Works thoroughly demonstrates that a market is never exhausted as long as there is somebody around who can inject new life into it by the development of a good idea, and by making a product which will give better service than the old was capable of doing.

The situation when the Cushman concern started was this. The farm engine field had been sold up with equipment of heavy design, which was moved about with difficulty. Engine manufacturers, having seen the market, had proceeded to sell farmers engines, but they had not adapted them to the needs of farm work. The farmer had to set up his engine on one spot, and bring the work to it. Yet the farmer's requirements are so many and diverse that the members of the Cushman company believed that a portable engine would more nearly fill the bill.

## A LIGHTER UNIT, TO GAIN A NEW MARKET

But a portable unit would of necessity have to be much lighter than the machines to which the trade had become accustomed. The engine builders accomplished this task, however, eliminating unnecessary weight by finer machining and by the use of a throttle governor, both of which cut down vibration and made for more accurate running. Then, they thought, they had an engine which would be a real farm unit, and which could be taken from place to place to do whatever work the farmer had for it.

But when the engine was offered to dealers and their customers, it was laughed at. Placed beside the engines of competitors, it looked like a toy. In fact, it was described as such. The weight, reduced nearly 75 per cent, had been

cut down to such an extent that the contrast was almost ludicrous; yet, instead of seeing at once the advantage of light weight, the farmers and dealers who had become accustomed to the heavy equipment could not understand how the smaller engine could be efficient. They shook their heads and passed on to the equipment with which they were familiar.

This was the situation in the little machine shop in Lincoln when

the advertising bills rolled in, and was ready to call it off—a condition which is somewhat amusing in view of the enormous success ultimately attained. But the advertising agency persuaded it to continue, and pretty soon results began to make themselves evident.

Small space in the farm papers was used at first, this being increased as the campaign progressed. The weight idea was made graphic, pictures being run showing two boys lifting the 190-pound 4-horsepower engine of the Cushman company. "What Should an Engine Weigh?" was the caption of another series, in which the facts regarding this feature were hammered home in convincing style. Farmers were urged to consider the weight question before they bought, along with the other point of control of the throttle.

The matter of adaptability to all sorts of farm work was likewise developed as a logical corollary to light weight. "Hang it on the binder" became a slogan, the farmer being shown that by using a light engine for binding, the binder could be drawn with fewer horses,

and the work could also be done in wet weather. The application of the engine to the operation of hay presses, corn binders, potato diggers and other equipment was taken up, and various sizes brought out to take care of this work. But the 4-hp. engine, because of its lightness and general utility, remained the member of the line on which most of the stress was put.

In the meantime, while success had been won in getting agencies to handle the Cushman engine,

**4 H.P. Cushman Weighs Only 190 lbs**  
**8 H.P. 2 Cylinder Only 320 lbs**

Cushman Engines are the lightest weight farm engines in the world, yet they are even more **steady running, quiet and dependable** than most heavy engines, because of Throttle Governor, perfect balance and almost no friction nor vibration. The **simple Cushman Governor** releases just enough fuel to take care of the load at any moment, thus avoiding the fast and slow speeds at which most engines run. While Cushman Engines are only about **one-fourth the weight**, per horsepower, of most other stationary engines, they **will deliver as much or more steady, reliable power**, per rated horsepower, than any other farm engine made.

**Cushman Light Weight Engines**  
**For All Farm Work—4 to 20 H. P.**

Are not cheap engines, but they are **cheap in the long run**, as they do so many things heavy engines cannot do. May be attached to machines such as binders, balers, etc., to save a team. Easy to move around. Moving parts enclosed and run in bath of oil. Run at any speed—speed changed while running. Direct water circulating pump prevents overheating. Schebler Carburetor and Friction Clutch Fuller.

**Resende Hardy & H. P. Truck**  
 Engine Dept. 10000 Ave. 10th St.  
 1100 Grand Union Co. Bldg.



**The ONE Binder Engine**  
 The Cushman 4 H. P. is the one, practical binder engine. Its light weight and steady power permit it to be attached to rear of binder. Saves a team during harvest.

Dave Linton, Ransom, Ill., says  
 "I can do everything with the 190-lb. Cushman that I could with an engine that weighed 1000 lb., and do it better and with a lot less work."

Ask for our Light Weight Engine Book, sent free  
**CUSHMAN MOTOR WORKS**  
 North 21st St., Lincoln, Neb.



PRESENT-DAY FARM-PAPER COPY

the advertising idea was applied. A campaign which was small, but which promised to tax the financial resources of the company, was planned, and it was decided to educate the farmers and distributors to the fact that weight was not an index of efficiency; that light weight was an advantage, if the power was there; and to consider the question of weight in buying engines.

It is said that before the campaign was more than a few weeks old the concern began to shy as



and while the campaign to bring the weight question into the foreground had made good progress, it was found that some dealers did not desire to give up their regular lines, which included all sizes, and that the efforts of salesmen to dislodge these agencies were not generally successful. Here the company showed good merchandising sense by turning this difficulty into a talking point.

"No Matter What Heavy Engines You Sell, You Can Sell Light Weight Cushmans Also," became a sales policy which was featured in the trade papers. The dealer was shown that the light Cushman was a different type of engine from those he was already handling, and that they would not conflict. In this way additional agencies of a desirable character were speedily secured.

In the meantime other manufacturers began to realize that the situation called for readjustment of their lines, and many of them brought out gasoline engines in which light weight was featured. But the Cushman advertising had given the company such a start that it continued to be a leader in the field in the particular department to which it has confined itself.

The farm engine market, as a result of this campaign, has been practically remade, and the demand, which had sloughed off because of the absence of a big, compelling sales idea, was rebuilt. The Cushman company did not get all of the business, of course, and there are numerous other engine concerns which are participating in the rejuvenation, so to speak, of the engine field. But this concern, through its development of a single feature, changed the trend of engineering practice in its field and opened up a big, new market when the old had been considered by some to be exhausted to a point where advertising would no longer be profitable.

In the face of this, the Cushman company, starting with little capital and limited credit, and with its idea as its only asset, was able to develop its business until it is

putting \$50,000 a year into advertising, using a big list of farm and implement trade papers. Its experience is one of the most convincing evidences of what advertising can do when it has the right material to work with.

Indicating the field for the light engine, the Cushman company has developed a considerable export demand. A Holland concern, which is now taking large quantities of the product, got its first carload order by a field demonstration of the sample engine which it had purchased. Another interesting order was that of 66 engines from the U. S. Government, which had them sent to army posts, where they were used in the operation of moving picture machines purchased for the amusement of soldiers. This is the nearest the company has come to "war orders," as its engine business is warranting it in continuing to devote all of its attention to this field.

### Mooney With Chandler Distributor

Herbert A. Mooney has been appointed manager of the sales promotion department of Thomas J. Hay, Inc., of Chicago, distributor of Chandler automobiles. He was formerly assistant advertising manager of the Oakland Motor Car Company, of Pontiac, Mich., and was at one time in the agency field, first with Lord & Thomas and later with the Dunlap-Ward Advertising Company, of Chicago.

### Schoolfield with New York "American"

Charles B. Schoolfield will become manager of the financial department of the New York *American* on August 1. For two years he has held a similar position with the New York *Tribune*.

### To Handle Borden's Magazine Advertising

The magazine advertising account of Borden's Condensed Milk Company, New York, has been placed in the hands of the H. K. McCann Company, of the same city.

### Joins Toronto Publisher

George H. Tyndal, formerly with the *Daily Post*, of Regina, Sask., has joined the service department of the MacLean Publishing Company, Toronto.

## Federal Bureau of Publicity Proposed

Senator Cummins Introduces a Bill  
Calling for Such a Bureau, to  
Have Charge of All the Govern-  
ment's Advertising—Would Give  
Advice, Also, Regarding Foreign  
Advertising.

**R**EADERS of PRINTERS' INK need not be told that Uncle Sam has in the past been exceedingly chary of recognition of advertising, when such recognition involves the expenditure of money for advertising space. Two recent incidents, while they cannot be taken to indicate that the Government is yet sold on advertising, perhaps signify progress a step nearer such recognition.

The first of these is a bill (S. 2736) which Senator Cummins, of Iowa, introduced on August 4th, the purpose of which is "To establish a Bureau of Publicity in the Department of Commerce to have charge of all advertising of the Federal Government; to secure greater publicity for information intended for the general public and coming from the various departments of the Government; to advise and counsel with all private interests regarding foreign advertising, and to co-operate with organized advertising interests of the nation in promoting and in securing legislation to compel adherence to honesty and reliability in the advertising of all firms and individuals throughout the nation."

It will be noted that in the title proposed for this Governmental advertising agency and to some extent in the policy prescribed there is a lingering adherence to the old idea of free "publicity" with which the Federal authorities have so long been obsessed, but a perusal of the twelve sections of the bill indicates that the advertising end of the proposition is really the dominant element and extends in am-

bition to Governmental influence in behalf of honest advertising.

The classes of advertising to be prepared and directed by the projected Bureau are duly specified in the bill to include advertising intended to secure recruits for the Army and Navy; advertising desired by the Department of the Interior for the disposal of land; advertising by the Department of Agriculture for the dissemination of information as to bulletins; by the Treasury Department for the disposal of United States bonds, etc.

It is stipulated that the cost of preparing and directing all advertising for the Government shall be borne by the Bureau of Publicity and paid for out of the appropriations made for its maintenance, but the cost of placing this advertising, aside from its preparation and direction, shall be borne in all cases by the department or bureau of the Government for which it is placed. A director "of suitable knowledge and experience in the business or profession of advertising" is provided for under the bill to administer the affairs of the new Bureau, under the general direction of the Secretary of Commerce, and \$6,000 per annum is stipulated as his compensation.

A second incident at Washington that may afford a crumb of comfort to believers in paid advertising is found in the announcement from Chairman George Creel that the Committee on Public Information, which came into existence at the beginning of the war, will abandon its effort to secure free publicity for Governmental enterprises through the medium of so-called "feature stories," etc., prepared by persons of some reputation as magazine writers. Henceforth the plans for the propaganda encompass merely bald official announcements to the press. Of course, there is no advertising significance one way or the other in this turn of affairs, but an intimation, seemingly, that even super-press-agentry has been found wanting in results.

# Accurate Journalism

The "be guess and be gosh" methods of sensational newspaper making have no place in the service rendered by the McGraw-Hill Publications.

These papers, editorial and advertising pages, alike, are made by business men for business men.

They deal in facts and speak in level tones.

On the statements, statistics and information presented by these business journals, business men base important conclusions secure in the knowledge that such data are accurate, uncolored and reflect the true conditions.

To what other source can the executives of great industrial enterprises turn with such complete confidence in trustworthy leadership and dependable information?

That confidence of readers is an important asset for advertisers in

## **McGraw-Hill Publications**

*Serve a Buying Power Aggregating Billions of Dollars Annually*

*Power*

*Coal Age*

*The Contractor*

*Electrical World*

*American Machinist*

*Engineering News-Record*

*Electric Railway Journal*

*Electrical Merchandising*

*Engineering and Mining Journal*

*Metallurgical and Chemical Engineering*

*All Members of Audit Bureau of Circulations*

# Tell it



Your story or your client's story—do you want to put it before men, real men?

Suppose you had the opportunity to speak to 700,000 men, to show them pictures of your product and explain why they should buy it. Would you?

You have this opportunity in the advertising pages of *Association Men*, the official organ of the Y. M. C. A. of North America, "the greatest men's club in the world."

Over 700,000 strong—business men, professional men, executives, agriculturists, technical men and thousands of young men in college, in high schools, in offices, stores and manufacturing concerns. Do you want to talk to these men?

The men who belong to and are interested in the Y. M. C. A. represent an enormous buying power—a field capable of intensive cultivation by advertisers of meritorious products.



*Association Men* has grown steadily from year to year. Each step has been forward. It now enters a new era in its history. Today *Association Men* offers advertisers even greater advantages and opportunities than ever before.

# t to Men

Beginning with the September, 1917, issue, Association Men will appear in its new size, 8¼ x 11¼ inches. This means a display page measuring 7 x 10 inches. Watch for this number, think how your advertisement would look on one of the pages.



Association Men will always stand for the same principles that have been the foundation of its remarkable growth and success. In addition, new editorial features, greater general interest and a broader appeal will now be expressed.

Association Men advertising rates are 40 cents a line, \$168 a page. These rates cannot be guaranteed for any definite time. Contracts made *now* will increase in value, month by month.

## ASSOCIATION MEN

A. P. OPDYKE

*Advertising Manager*

JAMES I. PECK

*Eastern Representative*

124 East 28th Street, New York

HARLEY L. WARD, 19 S. LaSalle Street, Chicago



## ***Buying Paper Is a Business In Itself***

We know a man who has spent a lifetime in the paper business yet who could not qualify as a Birmingham & Seaman representative. He had a good knowledge of paper but it hadn't been brought down to date.

Keeping tab on the paper situation these days is a business in itself, and there are very few men who are thoroughly posted and able to look ahead with any assurance.

As operators of some of the biggest mills in the country, as exclusive agents for others, and as representatives for many more we have an intimate knowledge of immediate conditions. This knowledge we are always glad to place at the disposal of our customers.

There is a Birmingham & Seaman office in every advertising center. It will pay you well to get our suggestions before deciding any important paper question.

### **BERMINGHAM & SEAMAN CO.**

*Paper Manufacturers*

#### **CHICAGO**

Continental-Commercial Nat'l  
Bank Building

#### **NEW YORK**

Fifth Avenue Building  
200 Fifth Ave.

St. Louis   Minneapolis   Buffalo   Philadelphia   Milwaukee   Detroit

# Can Saleswomen Take the Place of Conscripted Salesmen?

Here Is Evidence from Manufacturers Who Tell Their Experience With Women Sales Representatives

By John Allen Murphy

**R**IGHT now many a sales manager, who has had some of his men conscripted for war duties, is wondering how he is going to replace them. In considering this problem, several sales executives are asking themselves this question: "Could women sell my goods?" The fact that women are successfully filling the places of men in so many industrial capacities is leading many manufacturers to believe that women are just as well qualified to take the place of men in traveling sales positions.

The organization that is planning on sending women out to sell its goods need not plan without any guidance. The idea that women are fitted for this work is not a theoretical supposition. The fact is that for many years women have been successfully selling merchandise on the road. With a view to helping those manufacturers who are at present interested in this subject, but who have never employed women in any sales capacity, **PRINTERS' INK** here presents the experience of several concerns which have first-hand knowledge of the "traveling man" of the gentler sex.

One field in which women sales representatives have been gradually supplanting men is in the selling of corsets. The peculiar advantages which women possess for selling feminine apparel are related by W. W. Kincaid, president of the Spirella Company, of Niagara Falls.

"We have found among women an abundance of natural ability for our work," said Mr. Kincaid in a letter to **PRINTERS' INK**, "and a disposition to study and prepare themselves for the service to be rendered, quite equal to that of the men whom we have employed in other departments of our business.

"The position in our business which takes the place more nearly of the commercial traveler on the road is that of organizer. The Spirella organizer visits the various towns and cities and arranges with corsetieres to do local work in their respective communities. We have employed both men and women for this particular work, and in this field our experience might be helpful to those who are considering the advisability of employing women in the place of men as commercial travelers.

## SUPERIOR IN THIS LINE

"In our business and in similar lines which have to do exclusively with women's wearing apparel we feel that the woman is superior to the man as an all-around effective commercial traveler or organizer. First, she has a more intimate and practical knowledge of the service and of the business as she has daily experience in her personal use of the article in question.

"In the second place, she can secure a more intimate and personal knowledge of the client's needs, and hence a better knowledge as to how her house is able to meet these particular needs.

"The saleswoman with a larger aptitude for detail and a keener appreciation of the needs of the woman client, can accomplish better results than the average man, who must gain this knowledge in a theoretical way.

"We find, too, that women are capable of being trained in the work of salesmanship and that they take to such training quite as readily as do men. We find that they are quite as ambitious and quite as trustworthy in carrying out instructions and in rendering faithful, energetic service.

"In either case, men or women, the quality of service depends



so largely upon the character and personality of the individual that we find it difficult to generalize. As the experience of our company extends to both sides of the Atlantic, we feel that during the present war it has been almost universally demonstrated that women when given larger responsibilities in commercial life have risen nobly to the various tasks assumed by them, and that they are making good to a much larger extent in every field of human activity than it was formerly believed they could.

"Our advice to firms who have formerly employed men exclusively as traveling salesmen would be—Don't be afraid to employ women, but be careful in your selections; be sure that you are selecting women of character and ability, who will be able to withstand the temptations of this more public life, and you will be satisfied, if not happily surprised, by the results which you will obtain."

What Mr. Kincaid says about the qualifications of women for selling his particular product applies with equal force to those numerous other lines of merchandise with a feminine appeal. This is why more and more women are being engaged to sell the articles of apparel worn by their own sex. They naturally have more enthusiasm for the merchandise than a mere man can have.

*Women's Wear* recently told of a real flesh-and-blood "Mrs. McChesney," in the person of Mrs. K. A. Brent, who covers the South for E. A. Robertson Co., of Saginaw, Mich., manufacturer of costumes and silk waists. Mrs. Brent believes that there is every reason why a woman can sell more of a purely feminine article than a man. She says that when she gets to a town she sizes up the clothes that the women are wearing and then she knows what to show the merchants there. Mrs. Brent is of the opinion that the conscription of salesmen is going to be the means of teaching many manufacturers the value of women representatives.

Both the strong points and the

weaknesses of the saleslady are clearly defined in a statement given to *PRINTERS' INK* by Northam Warren, president of the corporation which bears his name. The advertising and marketing methods of this concern have already been described in this publication.

"We have employed women representatives from the inception of the business up to now," said Mr. Warren. "The first requisite is, of course, to pick suitable candidates; to select serious, ambitious women of good personality and sound character, and to reject the triflers and those who are tempted to enter the field through a desire for spending money and adventure. Once suitable women are secured, it is comparatively easy to train them, and it has always seemed to us that they are specially adapted to selling goods like toilet preparations which are used largely by their own sex. This merchandise possesses an attraction for the average woman and she usually talks intelligently and enthusiastically about it and backs up her selling arguments with interesting personal experiences.

#### ESPECIALLY WELL ADAPTED FOR TOILET-GOODS SELLING

"In the toilet-goods trade women representatives are fairly numerous of late years, so that they are no novelty in a buyer's office. Many buyers consider them entitled to greater courtesy than male representatives, and this gives them an obvious advantage. Then, too, many buyers enjoy the variety which women representatives bring into their daily routine and are inclined to favor them. This is even carried so far that saleswomen are sometimes interviewed before their male competitors, and the time saved in this way represents quite an economy during a year's work.

"Moreover, a woman representative has exceptional advantages for any house which sells to women's shops or specialty stores where a woman can obtain an interview more rapidly and feel far more at home than any man. Gen-

erally speaking, in our experience we have found that the better saleswomen possess originality, enthusiasm and energy often lacking in a man. They are apt to work long hours in bad weather without complaining, and frequently their traveling expenses are lower than those of a man doing the same grade of work.

"Women travelers of course do not monopolize all the virtues, and it is only fair to mention some of their failings. They are apt to be somewhat temperamental, and the very enthusiasm they put into their work makes them subject to corresponding fits of depression, when they are difficult to handle by correspondence. They are apt to let their likes and dislikes of buyers affect their work, and slights and rebuffs that a man would ignore often unfit them for business. They lack the impersonal and philosophical attitude that an experienced salesman usually acquires, and they frequently take ordinary reproof or

criticism as a deadly personal insult.

"While in our experience many men buyers like to talk to women representatives, there are some who object to it seriously. They argue that such representation cheapens and lowers the dignity of a first-class manufacturer. While this prejudice is not often encountered, still it deserves consideration by the manufacturer who is making a strong bid for popularity."

#### GOSSARD EARLY IN THE FIELD WITH SALESWOMEN

A conspicuous instance of a house which has made a notable success in employing women as sales representatives is the H. W. Gossard Company. When it stated fifteen years ago that it would employ women exclusively for this purpose, the announcement received wide attention. Many observers doubted the wisdom of the policy, and for a long time it was watched with many misgivings.

## The George L. Dyer Company 42 Broadway New York



**Newspaper, Magazine  
and Street Car Advertising**

**Publicity and Merchandising Counsel**

The success of this firm in using women in sales positions is due to the care that is exercised in hiring them and to the thorough training they are given for the work. Mr. Gossard believes that women can sell anything — threshing machines as well as corsets.

It is the opinion of some that in selling an article of an artistic nature women are better than men. A buyer tells the writer that several years ago a saleslady persuaded him to use a certain brand of bond paper for his stationery. He said that she presented the artistic phase of the proposition so convincingly that he has stayed sold on that paper ever since. This same buyer said that he never has any confidence in a saleslady when she tries to sell something outside the field in which a woman would naturally be interested. One called on him the other day, selling motor trucks. She knew her product, too, and could talk it with plenty of gusto, but somehow, he said, he couldn't get himself around to believe that this "wisp of a girl" really knew the meaning of the mechanical terms she was reciting so glibly.

#### WOMEN OPERATE AUTOMOBILE SERVICE STATIONS

Almost directly opposite to this is the experience of the Sinclair Refining Company, of Chicago. It has recently opened about ten service and filling stations for automobilists in Chicago. Women, instead of men, operate these stations. Some are college trained and all have a fundamental knowledge of automobile detail. If necessary, these women can assist in the changing of tires, oiling and other miscellaneous work. The company has noticed an increase in trade from women who drive their own cars—they seem to like the new service and tell their friends about it. Women will be employed in other stations that the company opens.

The Lily Cup Company finds that women make better sales persons for its product than men. Somehow they seem to be able to depict the advantages of the arti-

cle more tellingly. Charles Errett, of the company, says that women work harder than men and that they are more easily managed.

One manufacturer stated that women when employed in selling work demonstrate less initiative than men, but that if a course is outlined for them they will stick to it, despite obstacles.

David L. Short, president of the West Electric Hair Curler Co., of Philadelphia, is very partial to the saleswoman. Here are his views, decisively stated:

"We have employed quite a number of women in our sales department, and in going over our records we cannot speak too highly of the female sex as sales representatives. We have also had a great number of men on the road at a much higher rate of salary than the women, and we have found that men waste a lot of time talking 'hot air,' especially after they become known and have created acquaintances among the trade. Whereas, a settled business woman calling on buyers will not become familiar, and in this way makes a greater number of calls a day, securing more business.

"Of course, there are some lines that women could not handle successfully or to as good advantage as men, but in selling hair curlers, etc., they can be more convincing because they use the goods themselves and know the results obtained. A man may be convinced of the merit of the goods, but he has to take someone else's say so. Another thing, a good business woman is not backward, and at the same time talks more sincerely than the average man. Also a good feature of having women 'salesmen' is that they receive more interviews than a man. Very few men will be so discourteous as not to interview a woman when she calls to see him."

Women are very extensively employed as canvassers. They are hard, steady workers, but the consensus seems to be that where the rough-and-tumble type of solicitation is required the men get the best results. The Fuller Brush Company, for example, has found

EFFECTIVE

*September 1, 1917*

all advertising for  
insertion in the

# Philadelphia Ledger

on week days will  
be accepted only  
for morning and  
evening editions in  
combination.

This ruling does not  
apply to classifica-  
tions for which a  
preferred rate is  
charged.

*Public Ledger Company*  
*August 1, 1917*



## **BUILDERS *of* AMERICAN BUSINESS**

LOUIS H. HAYS, PRESIDENT  
OF THE KAYNEE COMPANY

"SYSTEM has been a real inspiration and help to  
me and my associates in The Kaynee Company."

*Louis H. Hays.*

NUMBER CVI in the series of portraits of readers of **SYSTEM**

that most women cannot stand the physical strain of all-day-long canvassing.

The practice of putting a man and his wife in charge of women soliciting and demonstrating crews is growing in favor. The Calumet Baking Powder Company has found this plan very effective. In fact, the number of these "man and wife" positions that are available on the selling end of business appears to be increasing right along.

The writer was talking to a buyer of wide experience about this subject of women sales representatives. He has had a better opportunity to observe their work than any one concern that employs them. "I've been buying goods for nearly twenty years," he said. "During all of this time saleswomen have been calling on me, but of course for the last three or four years the number of them on the road has greatly increased. The trouble with a great many of these women is that they do not take their work seriously. It seems to be a fill-in job that they have taken until they can find employment that is more congenial. They never make more than one trip over the territory, but if they do call more than once they are selling something different each time. They do not sell representative merchandise, and know little about what they have to sell. They usually have some sort of a novelty of questionable value and are out for firms that no one knows anything about. I should say that fully fifty per cent of the women who try to sell me are in this class.

"Now as to the other class," went on the buyer, "I have a different story to tell. In my opinion, they are as well qualified to sell merchandise as any man. Women seem to be able to tell me more interesting things about merchandise than men. It is a well-known fact that women do most of the buying for the home. For this reason, it is becoming more important to get the feminine viewpoint on goods before they are stocked. Women sales

representatives are able to tell me what this viewpoint is, whereas a salesman usually has to guess at it.

"My assistant buyer is a woman. To be perfectly frank with you, it is I who should be her assistant. Women are filling the big executive positions in many stores.

"They certainly know how to sell goods at retail. There is no real reason why they cannot also sell at wholesale, and the fact that they are making me buy from them right along is proof that they can."

#### HELP IN RESELLING GOODS

Another buyer advanced the interesting idea that he likes to buy from women because they give him information as to what is the best way to re-sell the merchandise. "They point out to me the features to emphasize in a product," he said. "They show me what it is that will induce most women to buy the article, and often this is some insignificant point that a man would not think is important."

The manufacturer who is thinking of employing saleswomen will strike his first difficulty when he tries to find suitable candidates for the positions. The work is not attractive to most women. It takes them away from home and keeps them among strangers most of the time. Traveling alone under all sorts of untoward conditions is not the most pleasant occupation in the world for a woman. She will be subjected to a good many indignities. Unless her health is good and she knows how to guard it, she will not be able to stand the irregular life. Of course, this is not true when the saleslady does not have to travel much—where she has a city territory, for instance.

Many of the most successful women in traveling positions were recruited from the following classes: From among widows, who have to earn their own living and possibly have children to support. Often their standard of living has been high, and when thrown on their own resources they are

obliged to earn more money than they would be able to get at most occupations. "Salesmanship" offers these women a splendid opportunity. Frequently they are women of education and refinement, and when they make up their mind to adopt business as a career, they succeed in a generous way. Women whose husbands were merchants make good material for the sales force. These women usually know merchandise. They have both bought it and sold it and often have acquired a liking for trading. Women who have run small stores of their own generally make good when they go out with a line with which they are familiar.

One of the best places to recruit saleswomen is from the ranks of clerks. If they have been working behind the counter for several years, and feel that no further advancement is possible for them, very often they will jump at a chance to go on the road. Selling has been the daily business of these women and the selling end of traveling work offers them no great change from what they have been used to. If a clerk has been selling ribbons, for example, for several years, there is little that she does not know about them. Send her out for a ribbon mill and she can get business right from the start.

The writer has heard of two or three cases where both a man and his wife traveled for the same house and covered contiguous territories. At the present time Selz Schwab & Company have a woman on the road covering her husband's territory, while he has joined the army. She is going to try to earn her livelihood and at the same time hold the job open for her husband's return. The company is watching the experiment with a great deal of interest.

Until a woman gets used to traveling she should be given short trips and allowed to come home frequently. Encouraging letters should be sent to her daily and every possible help extended. After she becomes accustomed to road work, she does not require any more coddling than a man.

## Limits Size of Paris Newspapers

Paris newspapers, it is stated, have cut down the advertising they carry to an almost irreducible minimum. The newsprint problem has been solved by a new set of regulations governing all periodicals, issued this week by M. Viviani, Acting Minister of the Interior.

The smallest size one-cent paper may continue to be sold for 1 cent if the issue contains two pages only on Monday and Thursday and four pages on other days. For the next larger size 2 cents may be charged, but the limit is four pages daily. The third size may charge 2 cents, but they are limited to two pages on Monday and four on other days. The largest size may charge 2 cents for two pages on Monday and Thursday and have four pages on the other days. Papers issued between 10 o'clock and noon may choose their own two-page days.

The few remaining expensive papers, as well as the weeklies and bi-weeklies, are limited severely. This is found necessary because many journals have been increasing their sales.

## Du Pont Advertises Coal-Tar Dyes

E. I. du Pont de Nemours & Co. announced in page newspaper space on Monday its entry into the coal-tar dye industry. The needs of the various consuming industries for dyes are pointed out and the qualifications of this company to fill them are thus summarized:

(1) The necessary raw materials, products of this country, therefore not dependent on Europe; (2) a chemical and engineering organization, second to none in magnitude and scientific attainment; (3) unequaled plant and laboratory facilities; and (4) an adequate commercial organization.

It is the company's aim to build up a substantial dye business that will render this country independent of Germany at the close of the war.

## Waldo Goes to Plattsburg

Richard H. Waldo, whose resignation from the organization of the New York *Tribune* was announced recently in *PRINTERS' INK*, has been accepted as a member of the second Officers Training Camp and will leave for Plattsburg. He has been with the *Tribune* for three years, coming to that paper from *Good Housekeeping Magazine*, with which he had been connected since 1905.

## E. W. Bliss Co. Appointment

O. P. Hatton has been appointed advertising manager of the E. W. Bliss Company, Brooklyn, succeeding J. McCann, who has entered the sales department of the company.



cws-

have  
rry to  
The  
ed by  
ng all  
y M.  
e In-

r may  
if the  
Mon-  
es on  
r size  
mit is  
e may  
mitted  
ur on  
harge  
y and  
n the  
en 10  
their

apers,  
eklies,  
found  
have

Tar

o. an-  
ce on  
r dv  
various  
are  
f this  
nmar-

erials,  
e not  
mical  
nd to  
e at-  
and  
ade-

ld up  
will  
t of

g  
ation  
York  
y in  
as a  
ining  
burg.  
for  
from  
with  
since

ment  
d ad-  
Bliss  
s de-



## Side by Side



Kadel & Herbert in Leslie's

It is only natural that, as America's interest in the Great War grows, the interest of the American people increases in America's *one* periodical that has *shown* the news and especially the *war news* to its readers, completely, strikingly, and quickly, throughout every one of the nation's struggles since 1855.

It was natural, too, that Leslie's advertising gain marched side by side with its gain (without extra solicitation) in *net paid circulation*.\*

LUTHER D. FERNALD, ADVERTISING MANAGER

# Leslie's

*Illustrated Weekly Newspaper*  
Established in 1855

225 FIFTH AVENUE  
NEW YORK

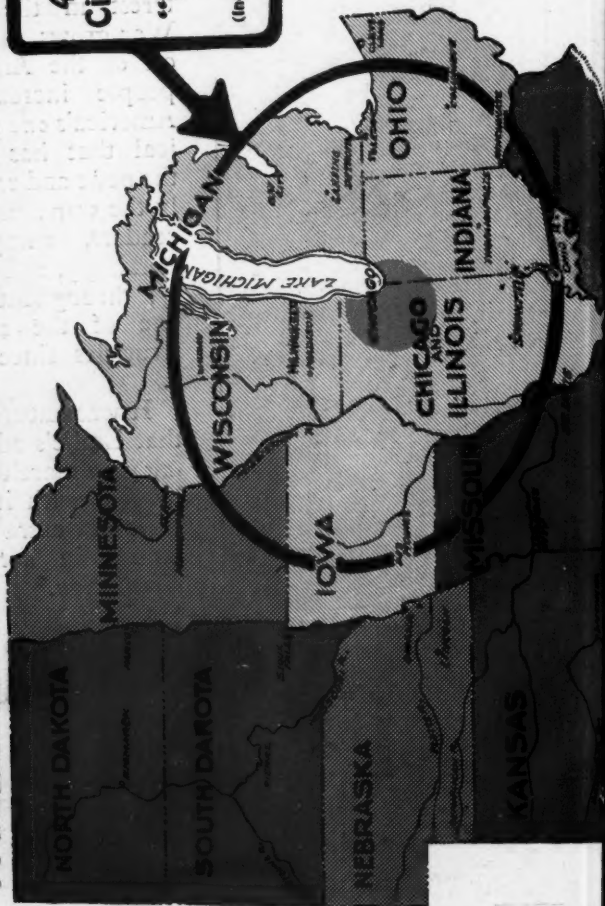
---

\*More advertising by far is appearing in Leslie's this summer than in any previous summer season.

# WHERE IT GOES-AND HOW MANY

PRINTERS' INK

**401,702**  
Circulation  
in the  
"Big Six"  
States  
(Including Chicago)



## CIRCULATION

Chicago and Suburbs  
223,000

"Big Six": Illinois, Ohio,  
Indiana, Michigan, Wis-  
consin, Iowa, 401,702

Nebraska, Minnesota  
8410

North Dakota, South  
Dakota, Kansas,  
Missouri, Kentucky  
8500

# The Sunday



offers to every line of business a **Concentrated Zone Circulation Distribution** in what is probably the richest trade territory in the United States. Chicago is the acknowledged shopping center for over 2,500,000 people in Chicago and Suburbs, and over 50,000,000 people who are within a night's ride.\*

With business in this Great Central West at high tide, right now this territory covered by the **CHICAGO SUNDAY EXAMINER** affords golden opportunities to advertisers.

May we tell you more about Chicago and the Great Central West as a Market?

**E. C. BODE,**

Advertising Manager,

**CHICAGO**

**M. D. HUNTON,**

Eastern Representative,

American Circle Bldg., NEW YORK

\* Figures furnished by the Chicago Association of Commerce.

## The Facts *Cannot* Be Evaded

## The Conclusion *Cannot* Be Avoided

### *The Facts:*

Consistently, week in and week out, The Chicago Daily News prints more advertising during the six working, *buying* days than any other Chicago newspaper. This record has been maintained over a long period of years, giving indisputable evidence of *sustained* faith on the part of a large number of continuous and successful advertisers who *believe* in The Daily News because their belief *pays*.

### *The Conclusion:*

The cheapest, quickest, *surest* way to the buying homes of Chicago is through The Daily News. The *only* way to *all* of Chicago at *one time* is through

## The Chicago Daily News

*"It Covers Chicago"*

e

t

o

x

-

g

f

f

n

g

e

n

6



T

Ho

V

cre  
wa  
by  
inc  
acc  
ma  
wa  
kin  
me  
tee  
of  
dr  
fo  
sp  
fle

th  
th  
as  
ta  
sh  
st  
N  
o  
sp  
ti  
S  
m  
ti  
v  
le  
fi  
a  
b

t  
c  
E  
t  
g  
s  
c  
o  
t  
l  
o  
l  
i  
o

# The British Soldier as a Selling Point

How English Manufacturers Advertise Commodities for Use at the Front

By Thomas Russell

London (Eng.) Correspondent of **PRINTERS' INK**.  
(Licensed by Chief Postal Censor, War Office, London.)

**W**AR, apart from its manifold demands for actual combat, creates, accentuates or diverts wants of many kinds not supplied by Government, but by or for the individual soldier. It creates and accentuates, for instance, a demand for such things as wrist watches with luminous faces, all kinds of extra clothing and equipment, socks, underwear, and protective garments, to say nothing of portable foods, compressed drinks, night-compasses, and sore-foot cures; also for safety razors, special toilet foods, ink pellets, flea powder and tinder lighters.

It diverts from the civilian to the soldier the advertising of all these, and also such commodities as field glasses, telescopes, fountain pens, writing pads, boots and shoes, candies, chocolate, shaving sticks, waterproofs and tobacco. Naturally enough, manufacturers of commodities which they believe specially suitable for war, advertise the goods which they can sell. Stimulated by this example, other manufactured products, of an entirely peaceful nature, are also advertised as being calculated to alleviate the hardships of the tented field, and thus the soldier becomes a selling point. It sounds cynical, but it is true.

As **PRINTERS' INK** lately hinted, the exploitation of war for mercantile purpose has ethical limits. But in proportion as a manufacturer or merchant believes his goods genuinely useful, life-preserving, or comforting to the soldier, it is his duty to seek the line of least resistance in advertising them. The more honestly he believes in his wares, the more incumbent upon him it is to sell all he can of them.

The goods for which the soldier is a selling point may be divided easily into three classes. There is (1) the standard equipment with

which an officer has to supply himself on joining the Army or Navy, out of the money allowance made to him for the purpose by the War Office; there are (2) other articles of a strictly technical kind which officer or soldier will be glad to possess if he can afford them; and there are (3) personal possessions, foods and "comforts" which tend to alleviate the trials of war. As the army of the United States, which has already so gloriously taken the field, will be receiving parcels from home, and its reinforcements will be taking numerous extras out with them from time to time, American readers may like to know something of what is being sold for soldiers here, with three years' experience to show what soldiers need in a modern war, and how our advertisers recommend them. Suppose we look over the market together, and see what the sons and sisters of John Bull send out to their "Tommies," so that the daughters and nieces of Uncle Sam may pick up something from our experience, and do their best for their "Sam-mies" or "Teddies" as rival schools of slang are proposing to call our American brethren in arms.

## EQUIPMENT AND EXTRAS

Sticking to my threefold classification, the most strictly technical advertisements are those of military and naval tailors. In this country, a private soldier receives his clothes and arms from the War Office, all the way down to his shirt and socks. If he does not like the feel of army flannel—and it is a little scarifying to a gently-nurtured skin—I suppose he substitutes something else. In any case, he is pretty sure to supplement the not very liberal official supply of socks from the gifts of friends or public-spirited women,

who have knitted millions of pairs for our boys since they began to join up. Also he will receive, unless he is very unlucky, mittens in the winter, a luxury which the war office does not provide.

But the officer is expected to get his uniform from his own tailor, and receives an allowance in money to pay for it. Even his sword (which he leaves at home) is thus bought. Consequently we have numerous advertisements by tailors, some of them, with long experience of military and naval work, being able to equip the young subaltern from cap to boots, and advise him very usefully as to his requirements. Several advertise little books of hints, which are well compiled, and very useful to the novice. Anyone with goods that can be legitimately advertised to soldiers would probably do well with a book of hints, prepared by an old army man, to carry advertising matter of the firm issuing it.

#### TAILORS' EXTRAS

Among the things advertised by tailors, supplementing the regular equipment, are leather waistcoats (for winter), special trench overcoats, military pattern oilskin coats and mackintoshes, puttees (one brand of which is ingratiatingly advertised here as "fool-proof") and the woolen sleeping-sacks for which the army never uses any other name than "Rea-

bag." One "military and sporting tailor" calls himself in his announcements a "breeches expert," thereby indicating a well-known difficulty experienced by some new officers in getting these garments satisfactorily cut. Service gloves and service boots are also advertised, and even "compact tents for active service," which one would hardly have regarded as personal kit. A suitable paste for cleaning canvas-webbing belts and other articles of equipment, in khaki color or thereabouts, is a necessary piece of military luggage; and so is something to clean leather, brass and boots. All these are well advertised by various firms.

Over and above the official outfit, life-saving garments of two kinds are well advertised. There are jackets and waistcoats which, being lined with a sort of waterproof wadding from a tree in the Middle East Tropics, will keep a man afloat if he gets into the water. Our troop ships have been singularly lucky in escaping submarine attack; but these garments are largely used—being bought almost invariably, not by, but for, the wearer—by friends more nervous than himself. There is also a medicine to save him from seasickness in transit! There are various body shields, in steel or a chemicalized fabric, and the bullet-proof jacket advertised by the

## It's a long, long trail

Millions of Soldiers

on their daily marches find comfort and solace in WRIGLEY'S Chewing Gum. As a Special War Correspondent writes:—

"Chewing Gum is one of the essential features of this War."

It's up to you to send to your Soldier friends WRIGLEY'S Chewing Gum—the most welcome gift—pleases the boys best of all.

The fact that Chewing Gum is supported by the "British Medical Journal" and leading doctors, and is supplied to the Red Cross for use in Hospitals, is sufficient testimony to its supreme qualities.

**WRIGLEY'S**

**SPEARMINT CHEWING GUM**

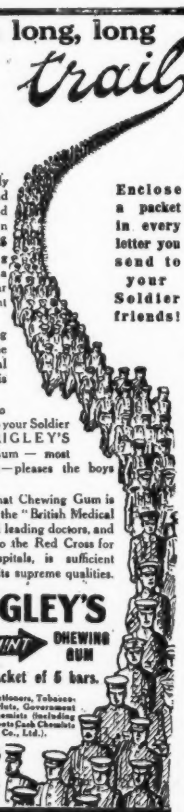
24d. per packet of 5 bars.

Sold by all Confectioners, Tobacconists, T.M.C.A. Hots, Government Cashiers and Chemists (including all branches of Boots Cash Chemists and Tailors Drug Co., Ltd.).

**WRIGLEY'S LTD.**  
Lambeth Palace Rd.  
LONDON, S.E. 1.

NEWSPAPER ADVERTISING, ADDRESSED TO SOLDIERS' RELATIVES AND FRIENDS

Enclose a packet in every letter you send to your Soldier friends!



famous Wilkinson sword people, said to resist a .455 service revolver bullet at 20 yards. One firm advertises hospital jackets and pajamas for the wounded, ready cut-out, for ladies to sew.

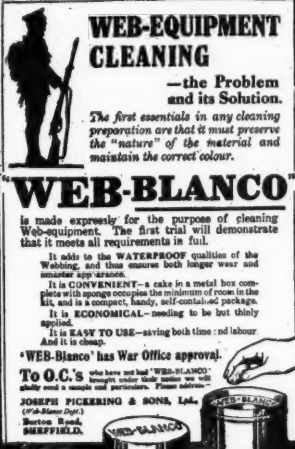
Earlier in the war, periscopes, for seeing over the parapet of a trench without exposing one's head to snipers, were extensively advertised, but either the army has got all it wants, or the demand has slackened. They are not in the papers any more. But numerous other technical articles are advertised, including even revolvers and automatics. Various scales and protractors for sighting guns, range correctors, prismatic compasses and other things which an officer needs are offered; field-glasses, formerly much advertised, have disappeared, like the periscope, but I think because the demand has eaten up the supply. Luminous wrist watches are very prominent. I cut out seven different advertisements of these from three newspapers in one day. Various devices for protecting the glass, and also glass claimed to be unbreakable, are advertised with these, and very often the same concern advertises identification discs, on a chain, to go round the other wrist. Spectacles, pipes, and woven names for sewing upon clothes may be mentioned, and so must several brands of vermin-killer.

#### "SEND-TO-THE-SOLDIER" ADVERTISING

Numerous commodities are advertised, with varying lines of appeal, as suitable for enclosing in parcels to the front. First and foremost, and far excelling all the rest put together, are tobacco and cigarette advertisements. Martins, the great mail-order cigar people, have done the biggest work, organizing some hundreds of funds to buy cigarettes and pipe tobacco for men who do not get parcels from private sources. Their work in this line is too big a thing to be treated in a general article like this. Practically all cigarette and tobacco advertising which is appearing in this country says something about the fighting men. The cigarette bulks big. It was re-

cently announced that 70 per cent of the tobacco which pays duty here is smoked in cigarettes!

After tobacco comes the toilet. Shaving sticks, safety razors, soap, hair preparations, and numerous patent medicines are advertised for military use. Khaki handkerchiefs are another item. Then we have all sorts of foods—Oxo and other beef extracts, malted milk in tablets, compressed tea, coffee, cocoa, beef tea, soups, malted wheat, lemon tablets, toffee and Wrigley's Spearmint Gum—the last occupying a lot of space.



**WEB-EQUIPMENT  
CLEANING**

—the Problem  
and its Solution.

The first essentials in any cleaning preparation are that it must preserve the "nature" of the material and maintain the correct colour.

**"WEB-BLANCO"**

is made expressly for the purpose of cleaning Web-equipment. The first trial will demonstrate that it meets all requirements in full.

It adds to the WATERPROOF qualities of the Webbing, and thus ensures both longer wear and easier appearance.

It is CONVENIENT—a cake in a metal box complete with sponge occupies the minimum of room in the kit, and is a compact, handy, self-contained package.

It is ECONOMICAL—needing to be but thinly applied.

It is EASY TO USE—saving both time and labour. And it is cheap.

"WEB-Blanco" has War Office approval.

**To O.C.'s**  
who have not had "WEB-BLANCO" brought under their notice we will gladly send a sample and particulars. Please address:

**JOSEPH PICKERING & SONS, Ltd.,**  
(Web-Manufacturers)  
Barton Road,  
SHEFFIELD.

ONE OF THE ADS APPEALING DIRECT TO  
THE MEN AT THE FRONT

A handy tabloid medicine case is advertised in the medical papers. Stationery in compact form, and the Waterman and Swan fountain pens are advertised too—the latter with rather a neat jingle:

"For men in khaki, for men in blue,  
For men in mufti, for women, too."

Even a portable gramophone is advertised, though if the stories are true that one hears about ruthless abandonment of all the baggage that can't be carried on your back, it is hard to imagine what becomes

of them." Other alleviations of the soldier's life are jig-saw puzzles and correspondence classes in drawing and mind training.

Finally, there is a whole lot of advertising into which the soldier is introduced, either as a picture or to do duty in the headline, with no real war connection, as when a tailor advertises that though the bulk of his business is naval and military, he is selling mufti much below current rates, or Sunlight Soap remarks (without illustration) that our soldiers are the cleanest fighters in the world, and that Sunlight Soap is worthy to be associated with them for its high standard of cleaning efficiency.

The money for the Y. M. C. A. tents, which are everywhere doing such fine work, was obtained by extensive advertising. Crutches are advertised for sale, and numerous charitable schemes for the relief of the blind and the wounded have used some excellent copy. Artistic tablets and designs for inscribing the names of men from a factory who have gone to war, and for honoring the gallant dead are also advertised a little.

These are the various endeavors that have grown out of the war. Some of them may prove suggestive in America.

### Never-Wet to Be Nationally Advertised

Never-Wet, an old preparation for making leather waterproof, heretofore manufactured by the Providence Oil Company, Providence, R. I., is to be taken over and exploited nationally by a new company, the name of which has not been announced. Plans for an extensive advertising campaign which will start this fall have been perfected. The account will be handled by Doremus & Morse, New York.

### R. E. Taylor to Make Motor Trucks

R. E. Taylor, formerly of the R. E. Taylor Corporation, New York, distributor of motor trucks, has purchased the Buford Motor Truck Company, of Fremont, Ohio. He has organized the Taylor Motor Truck Company and will market the machine under the name "Taylor." Putnam Drew, advertising manager of the R. E. Taylor Corporation, will occupy a similar position with the new company.

### Stores' Need of Advertised Goods After the War

"More Business for Every Storekeeper" is the name of a forty-page booklet just issued by the *Farm Journal*, of Philadelphia. While its text matter and pictorial charts are addressed to retail merchants, showing why advertised merchandise is more profitable to handle than unadvertised kinds, the booklet contains selling arguments that may be put to use by almost any manufacturer of standardized trade-marked goods.

In its prophecy of what business conditions will be after the war, the booklet has this to say:

"Our own manufacturers will redouble their efforts to hold their own. Where now you have some difficulty in taking care of your trade and are proof against competition, the cry then will be more stores and a price war may result as tremendous in its way and as profound in its influence as the martial struggles of to-day.

"Our advice is: Don't be caught with shelves loaded with goods on which prices must be cut again and again to move them—unknown, unbranded, unbacked goods. Most anything can be sold, at least once, when goods are scarce, but when goods are plentiful people buy what they *know about* and what they want—things that are advertised and then called for by name.

"When the downpour comes you will need a roof over your head. Right now you want to lay the foundation and build the walls to support that roof. Build out of advertised, standardized, trade-marked goods, and your business will be storm-proof and panic-proof when the war ends."

### Manufacturer Wins in Suit to Recover Dealer Sign

Frederick G. Gruen, president of the D. Gruen Sons Company, watch manufacturer of Cincinnati, writes *PRINTERS' INK* in reference to the recovery of a Gruen sign from a jeweler in Oklahoma City, through replevin action. The sign is question was for display in the store window and is delivered only to agents for Gruen watches. The jeweler, who was not entitled to display it, refused to return it to the company, whereupon a replevin action was instituted. The defendant did not appear in court, having been advised by his attorney to permit judgment to be entered against him and to pay costs. The Court decided that the plaintiff was entitled to the sign and rendered judgment accordingly.

### Glaser Now With Doremus & Morse

Louis Glaser, who has been with Ewing & Miles, New York advertising agents, for some time, and who was formerly advertising manager of Kops Brothers, corset manufacturers, has joined the staff of Doremus & Morse, New York.

PRINTERS' INK

# Notice to General Advertising Agents

## RATE READJUSTMENT

Effective Sept. 1st, THE BALTIMORE NEWS announces an advance in rate—practically one cent per line on all general display classifications on contract.

Notwithstanding the growing costs of newspaper making which enters every Department these days, the growth in circulation since the last card was put in effect fully justifies the new price for service.

Rate cards were mailed last week. If you did not get your copy, write for it so that your files may be complete.

*For Better Business in Baltimore Concentrate In*

# The Baltimore News

## Net Daily Circulation July, 1917, 91,250

GAIN over same period 1916, 15,388

DAN A. CARROLL  
Eastern Representative  
Tribune Building  
New York

J. E. LUTZ  
Western Representative  
First Nat'l Bank Bldg.  
Chicago

# PHOTO

*Let the name stick in*

**A** NATURAL demand naturally produces a magazine. If the demand is created for the sale of an unneeded thing, the interest is not natural; it is forced. Wise advertisers buy natural circulation first.

*The ten million or more devotees of motion picture theatres had to have magazines. The film merely whets the appetite of hundreds of thousands for more information about the whole industry.*

Five years ago PHOTOPLAY, the pioneer picture magazine, was little more than a pamphlet of forty pages printed in one color. Today it is a twenty



# PLAY

*your mind; it's imitated*

cent magazine with 200,000  
guaranteed circulation, beau-  
tifully printed with an 8-page  
rotogravure section, edited  
by the recognized authorities  
in every phase of the industry  
It is a natural demand to  
which PHOTOPLAY caters.

*How much of the circulation  
you are buying now is the  
natural, unforced result of  
editorial interest?*

W. M. HART

ADVERTISING MANAGER

350 NORTH CLARK ST.

CHICAGO

NEW YORK OFFICE, 185 MADISON AVE.

"Japan to hold her position or even to exist, must invoke one of two remedies. The first is conquest by the sword. The second is by concentrated industrialism." In

# ASIA

## for September

Richard Washburn Child gives you a masterly analysis of her problem—and the logical answer. It is a valuable and intimate study of "Japan's Precarious Industrial Structure"—an article of vital interest to the American whose business reaches Eastward—an article typical of this special Japanese number of ASIA, issued on the occasion of the visit of the Japanese Commission to the United States.

The whole broad field of the Far East is the subject matter of this new and richly printed magazine. In broad, clean strokes, Japan, particularly, from a variety of angles, is delineated. Baron Kato, her former minister, gives you a deep insight into her foreign relations. John Foord writes of "The Genesis of Japanese Seclusion and the Consequences." Dr. Sidney L. Gulick discusses the Japanese Emigration question.

They are matters of fundamental importance to executives of international business, especially.

If you care to have a sample copy of this new, copiously illustrated magazine with a specialized appeal to an intensely interested audience, write us on your letterhead.

*Send for booklet*

**AMERICAN ASIATIC ASSOCIATION**  
280 MADISON AVENUE, NEW YORK

# Letters That Let Self-Interest Sell the Customer

Examples That Did and Did Not Effectively Challenge the Reader's Sense of Self-Interest

**"FOR** your motor-car you need a top that *looks* the part as well as acts it." So began a letter to a selected list of motorists the tops of whose cars ought to be worn out—according to this concern's figures on the average length of life of a top. The idea was first to make the reader feel the need of a new top; second, to make him want a good-looking top; third, to make him believe that this particular top was both durable and handsome. But this letter failed to get any traceable returns, primarily because it wasted nearly all its words in an effort to stir up the aforesaid feelings of need. The letter continues:

Why not add beauty to strength in buying your new top and get double advantage while you are at it?

Nearly all buyers of new tops feel that because their old top wore out in a hurry they ought to get one that will wear at least, and they give little attention to attractiveness of design, color, and material.

Our whole aim in designing and making tops and top material is to get the best combination of durability and classy appearance.

If you will call on us or tell us to call on you when you are ready to purchase a new top, you will find our prices about the same as those ordinarily charged for durability alone.

This letter is good in a way. It partly fulfils each of the three functions mentioned above. But that is the mistake the writer makes. He attempts to help the reader define his feeling of self-interest instead of taking advantage of that feeling. Almost anyone would purchase the more attractive of any two makes of tops if convinced that one would wear as long as the other and if there were no difference in price. Therefore, the writer would better in this case—as he did later with success—confine his letter to statements designed to convince the reader that his tops actually are durable as well as handsome; for he could trust the reader's sense of self-interest to cause him to

prefer this top if he believed that the top were equally as durable as any other make and at the same time *somewhat* more attractive.

The word "somewhat" is emphasized because it is important. It would be easy to over-emphasize the fact that these tops are exceptionally beautiful because nearly all buyers would not naturally associate beauty and strength in the top; rather the reverse.

LETTING THE READER DECIDE HIS NEED

The following letter avoids these mistakes. It immediately got a fair amount of business:

The main requirements in buying a new automobile top are these:

1. It must wear a long time.
2. It must fold readily and without injury.
3. It must be sun proof as well as moisture proof.
4. It must be made right.
5. It must look the part of a good top.
6. The price must be right.

Our written guarantee makes numbers one, two, and three certain for you. Please read the inclosed wording of our guarantee.

You probably know one or more of the men whose names are on the inclosed printed list of men who purchased a new top from us longer than a year ago in each case. Ask any one of them about the workmanship that went into his new top.

We now have a new and even better material at only a slight increase in cost. A sample is inclosed. Fold it, try to tear it, put it in water. Give it the acid test if you care to. The leaflet inclosed tells all about it.

A combination of such good material and such good workmanship gives you a top that looks as well as acts the part of a good top—as good as you could get.

And the price is now \$..... for your (name of car). But we can guarantee this special price only for two weeks from this date. Enough time to compare—then come in.

This letter, in addition to being convincing at every turn, lets the reader's feeling of self-interest have its own way.

Fearlessly facing an analysis of requirements in a purchase of this

kind by men who own motor-cars, letting them feel for themselves without persuasion their need of a new top—where pride might make persuasion of such a need an offense—gaining a great deal of emphasis on looks without the risk of detracting from the reader's confidence in wearing quality—such considerations make this letter itself not only look like a good letter but act like one.

The other letter probably *looks* just as good. But when the writer of that letter said, "Our whole aim in designing and making tops and top material is to get the best possible combination of durability and classy appearance" he as much as said to his reader, "You really can't expect the top to wear quite as long, if it is a good-looking top, as it would if it were not." Being a fundamentally honest fellow this writer no doubt unconsciously gave expression to his own natural feeling that beauty and strength are seldom found in combination.

"The second letter had the real stuff in it," said the sales manager of this company. Then he expressed a fact pretty well known, but pretty often ignored: "Almost anyone can write a letter that looks like a letter. A young college student can turn out letters that are models of form. Even successful salesmen often make the mistake of judging the value of a letter too much by its appearance. It pleases his eye, thanks to an efficient stenographer; and it pleases the ear, thanks to a gift he may have of stringing words together in euphonious phrases; but it does not get the business—thanks to the fact that something far more vital than sight and sound is the main factor in writing letters that *act* like real selling letters."

Few of us there are who do not, too often, have the experience of feeling much pleased with a letter—until we begin to wonder why the favorable reply does not come back. Then we begin really to think about our "good" letter—from the point of view of its *effect* on the reader: realizing that the said reader is every day

receiving numerous letters which look even more handsome than ours and that our letter competes for the reader's attention and interest against a mighty strong feeling of self-interest.

#### LETTERS THAT POINT TO READER'S SELF-INTEREST

Writers of successful letters nearly always heed the fact that readers of letters are all the time looking out for their best interests to the best of their ability. This realization is an important ingredient in the selling sense that dictates successful letters; and it is selling sense—anticipating effects—that enables the writer to inject into his letter the stuff that grips tightly the reader's sense of self-interest—the stuff that makes the reader feel sure that a favorable response will serve his best interests as *he* himself knows what his best interests are, and not as the writer tries to make him know them.

Many letters lack the application of good selling sense at this point, as did the letter first quoted above. If a product or service for sale really offers the means of satisfying a live want, the reader will be quick to see it—if he gets out of the selling letter the facts he wants to know. No amount of logical argument will make him any more zealous in looking out for his best interests.

If the product offered is in competition with other suppliers of the same want, as in the case of clothing, for example, good selling sense will prevent us from causing the reader to feel that we think he possibly could not trust his own sense of self-interest in making his decision, as in the case of the following letter which was sent to a list of young men in a large city by a big tailoring concern:

Are you one among the young men in this city who feel that clothes tailored to your measure by the best tailors in this city would not give you the fullest value you could get out of the money you spend for clothes?

If so, are you sure you are right about it?

Eighty-eight per cent of our business is with men who are past thirty years of age. Nearly all of them are successful business men in this and adjacent towns. You know that such men

now how to get the fullest value out of the money they spend. That is an important cause of their success in business.

Now if you happen to be one of the young men who think they are getting fullest value by not patronizing the best of tailoring concerns—well, to be frank about it, maybe you are wrong.

The cost of good clothes made by our tailors will surprise you—and you will want them if you consider the increased satisfaction you will get.

We are now making a special effort to build up our business with young men, and we know you will appreciate our ability to give you fullest value. Come in and let us prove it.

This letter is obviously weak in many ways, but its fundamental mistake is failure to let the reader's sense of self-interest have its own way. Whenever we attempt to persuade someone that he has been cheating himself by directly telling him he has, we stir up strong resistance born of the inherent selfishness everyone possesses and knows he possesses, whether or not he is willing to admit it. This mistake leads the writer of the foregoing letter into other faults: the third paragraph, for example. Young men feel that many older men, who can afford it, spend a great deal of money for clothes in return for what they get; and this paragraph might suggest to some readers that young men are expected to purchase the same kind of clothes at the same price as purchased by older men.

NO SPECIAL URGING, BUT IT WAS SUCCESSFUL

Several weeks before the above letter went out, another tailoring concern sent the following letter:

A young men's outing suit special at \$25—and what a suit of clothes!

Tailored correctly to your measure out of imported fabrics in the latest and best shades—a hundred more different pieces from which to choose this week—like the samples inclosed.

The young man who has his outing suit correctly tailored is outwitting his friends who think they need not be particular concerning the cut and fit and workmanship in their outing suit—forgetting that the summer outing suit is also a business suit and that it must frequently serve for dancing and other hot-weather events.

The outing suit is worn as much as any other suit in a wardrobe, and the best outing suit obtainable is none too good. If it looks right, it may be used more than any other apparel during the three hot months that are sure to come.

If you will come in before June first, we offer you a pair of Mead tailored trousers in white flannel at \$5 with your order for an outing suit. These trousers are regularly priced at \$10. But by coming early you will help us avoid some of the rush we always experience at the beginning of really hot weather.

You may have an extra pair of trousers from the outing suit material if you prefer, at the same price.

Because this is a special offer to a selected list of young men, will you please bring with you the card inclosed.

This letter secured more business than this firm expected from it. It is in strong contrast with the other letter in that it gives the reader ample opportunity to exercise his sense of self-interest without direct urging. The letter is fundamentally sound with respect to the writer's attitude toward his readers. This enables him easily to avoid the faults which are so apparent in the other letter. It leads naturally to the presentation of concrete facts which allow the reader to feel that he may exercise his feeling of self-interest as he knows what are his interests.

In a large percentage of letters that fail, it may be observed that the writer did not make a direct brass-tack appeal to the reader's own conception of what would be a good move or a good purchase for him to make. Often the letter fails because it tries too hard to make the reader feel a need rather than to make him want to supply a need in a certain way, as was done in the letter last quoted.

"It pays to know human nature, but it does not pay to try to change it—and it can't be done," was the way the sales manager previously mentioned summed up the main point illustrated in the letters quoted.

### Val A. Schmitz with Expeditionary Force

Val A. Schmitz has been appointed to the staff of the Adjutant General, U. S. Army, and will be stationed at the Headquarters of the American Expeditionary Force in France. For two years he has been connected with the publicity department of the National City Bank and the National City Company, of New York, and prior to that time was in charge of the New York service department of the *Boot and Shoe Recorder*.

# "Scare" Copy Taboo in Lightning Rod Campaign

Company Adopts Educational Instead of Sensational Method of Getting Inquiries

**W**HEN the Shinn Manufacturing Company started to invest \$25,000 a year advertising lightning rods back in 1910, it adopted what seemed to be the most effective method of waking people up to the necessity of rod-ding their farm buildings.

Big space was used, scare-head captions adopted, and illustrations literally of a blood-and-thunder character were made part of the lay-out. The farmer who read its advertisement couldn't help being made to believe that if he and his family were not slain by a lightning flash it would be on account of the greatest sort of good luck on his part.

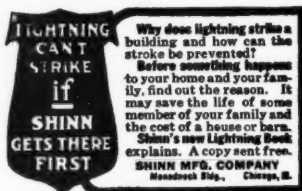
The effect of this sensational copy was good, as far as inquiries were concerned; but in following up these inquiries the company discovered that almost invariably a reaction had set in; that the sun had come out, the farmer had found his courage again, and that he was inclined to label the appeal of the lightning rod company "fake."

Inasmuch as many of the old prejudices connected with lightning rods, handed down from the days of the traveling agent who scared a farmer into buying the equipment and then installed it on his house, c. o. d., were still alive, if smouldering, the company concluded that its method, while powerful, was not what was needed to get results of the right kind.

Because of this experience a new tack was taken. Instead of scaring, the company has sought to educate. Instead of talking death and destruction, it has advertised safety and security. Instead of trying to force people, through fear, into buying lightning rods, it decided to persuade them to buy as one of the things which common sense and sane judgment would indicate as desirable—

just as desirable as fire insurance or umbrellas.

The change in policy has had a great effect on the kind and character of the copy, naturally. Instead of using a limited number of big-space ads in a small list, the company is now investing as much money as ever in advertising, but it is using comparatively small space, more frequent insertions, and a larger list. It is not attempting to sell the farmer by means of the ad, but to arouse his interest in the subject of lightning protection. The change has meant, in the opinion of those handling the advertising, a more consistent and substantial run of

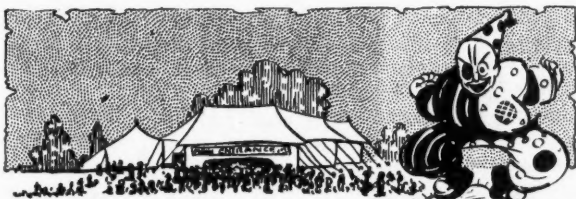


SANE COPY NOW USED TO SELL THE FARMER

inquiries, and prospects who can be converted by the educational methods that are now employed.

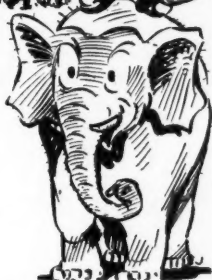
Consequently, while the little 24-line ads which are now running in the principal farm papers suggest that the campaign is not as vigorous as in the days of the big-space copy, as a matter of fact the business is more successful than ever before. The educational ads pull.

"Lightning Can't Strike If Shinn Gets There First" is the slogan of the company, and it is used in all of its advertising. It is intended to arouse curiosity and prompt an inquiry for the lightning rod book which is offered, and also to capitalize the name of



## To Paraphrase Barnum—

*"You can't fool all  
the advertisers  
all the time"*



ADVERTISING nowadays is not being placed promiscuously—it goes to the mediums which have a reputation for *producing*.

### The Plain Dealer Produces

*Experience* has taught local and national advertisers that the Plain Dealer is *first* newspaper of Cleveland.

This continued and *increasing* use of the Plain Dealer's advertising columns is proof of the fact that

### The Plain Dealer Brings Results

The Plain Dealer's Handbook for the General Advertiser is worth writing for. It is a thorough analysis of Cleveland and Northern Ohio territory,—founded on facts.

## The Plain Dealer First Newspaper of Cleveland, Sixth City

Western  
Advertising Representative:  
JOHN GLASS  
Peoples Gas Building, Chicago

Eastern  
Advertising Representative:  
JOHN B. WOODWARD  
Times Building, New York



# WHITE MOUNTAIN ENAMEL for that

## Autumn Catalogue

A GLANCE across the sheet held slantwise to the light will discover its uniform smoothness. The undeviating accuracy of your make-ready will reveal the uniformity of its thickness. The close registry of your color cuts will prove that White Mountain Enamel is uniformly workable. The clearness with which it registers every detail of your most delicate half-tones will be the final demonstration of its uniform effectiveness.

*We shall be pleased to submit dummies and samples of half-tone printing done on White Mountain. Your printer will quote prices.*

**THE WHITAKER PAPER CO.**  
CINCINNATI, OHIO

BIRMINGHAM DETROIT ATLANTA

BAY STATE DIVISION—BOSTON  
SMITH, DIXON DIVISION—BALTIMORE

New York Office  
Astor Trust Bldg.

Chicago Office  
208 S. La Salle St.



the manufacturer. W. C. Shinn, president of the company, has been in the business for over twenty years, and it is interesting to note that he got there as the result of advertising.

He was at that time a prosperous farmer in Nebraska, and saw the ad of a lightning rod company. He became interested, made a study of lightning and protective methods, and finally took the state agency for the company. Because of his knowledge of the

dealers, reinforcing their work by means of field representatives, whose duty it is to instruct them in the technique of rod installation. This is obviously not a simple matter, and is far different from the old method of the traveling canvasser, who operated entirely on his own responsibility, who was "here to-day and gone tomorrow," and who seldom worked the same territory twice.

The field representatives of the Shinn company are salaried men,

who work entirely under the direction of the home office. They select dealers to handle the exclusive agencies through which the company operates, and then help them to equip themselves to render expert service. Usually one man in the farm implement dealer's organization takes hold of the lightning rod department, and he is given a regular course of instruction. The Shinn company emphasizes this, because it points out that proper installation is just as necessary as a good rod, and that service at this point is just as important as at the factory.

The concern issued a sales manual for its dealers some time ago, this carrying a nominal price of \$2, in order to suggest its

value. It was distributed only on request, and usually was presented to the dealer by a representative. In this manual the necessity for restraint and for educational methods of selling were emphasized, and the dealer was urged to talk the question of lightning protection for the farmer's property in connection with his general plans of protection, including the use of fire insurance. The advisability of getting the endorsement and approval of the farmer's wife



Here and there, throughout the United States, are Retailers who sell 10,000 feet of Shinn Lightning Conductors a year. These men are making real money out of the business.

Selling goods in large quantities is practically as easy as selling them in small quantities, if you only put on enough pressure to start the ball rolling. People follow each other; they like to go with the crowd.

Get your community really sold on the idea of Protection; get some of the finest homes and largest barns in the surrounding country Protected—and soon property owners will be looking for you.

Besides a little pressure on your part, the next requisite in selling 10,000 feet a year is to deliver the System that people know is reliable.

Shinn Conductors are the best advertised line in America—used for 20 years on public buildings and fine homes all over the country.

We are looking for Retailers who can think in terms of 10,000 feet a year, and we have some Special Representatives who know how to help you put on the pressure to make your community a market for 10,000 feet a year, or more.

Are you willing to put some of your time against some of ours in talking this over? Just drop us a line.

## SHINN MFG. CO.

W. C. SHINN,  
President

General Offices: 52 West Jackson Boulevard, Chicago

### FACTORIES

Niles, Mich.  
Windsor, Ontario



### WAREHOUSES:

Lincoln, Neb.  
Minneapolis, Minn.

DEALERS ARE SOUGHT IN THIS MANNER

subject, he made a phenomenal success, and later began manufacturing. Recently his company consolidated with the National Cable Company, of Niles, Mich., and moved its general offices from Lincoln, Neb., to Chicago, the consolidation giving the concern a national organization in the distribution of the equipment.

Emphasizing the necessity for sound methods in advertising and selling, the company sells its product entirely through local

was brought out, as it was shown that without her co-operation the sale would not be a healthy one.

In carrying on its campaign of education, the lightning rod manufacturers have been favored to a remarkable extent by statements from the United States Government, the fire insurance companies, electrical authorities and others, and their opinions are widely quoted. The mutual fire insurance companies, operating principally among farmers, were the first to give credits in their rates for the use of lightning rods, and some of the stock companies are now doing the same thing.

Because of its ancient inheritance from the old days of the discredited lightning rod agent, the company does not overlook any opportunities to show the prospect the sound and substantial character of its proposition. The statistics of insurance companies with reference to the small proportion of rodded buildings that are struck by lightning help some, as well as the opinions of eminent scientists on the value of lightning rods, but the company goes further and issues a surety bond, issued by a regular company, with every installation of its rod. Under this bond the surety company agrees to refund the money paid for the equipment if the building is damaged by lightning.

#### RIGHT INSTALLATION IMPORTANT

The importance of distribution through the local dealer is emphasized by the fact that the farmer knows the latter and has confidence in him. Consequently this method of selling is emphasized in the company's literature, and a considerable part of the advertising goes into implement trade papers, the farm implement men having been found to be the logical distributors of the product. The matter of proper service in the installation of the rod is also covered by this method, of which the company says:

"Shinn conductors are for sale only by reputable dealers whom we have chosen to represent us, who understand proper installation and whose work we bond.

Every dealer representing the Shinn System has a card of credentials certifying that he is duly licensed to erect Shinn rods. If you have any doubt as to whether you are dealing with a Shinn representative, ask to see his license, signed by the Shinn Manufacturing Company.

"Remember, proper installation is very important. The Department of Agriculture Bulletin, from which we quote on this page, says that conductors are 99 per cent protection for barns, but only 80 to 90 per cent protection for dwellings, because of chimneys and masses of metal that complicate the problem.

"It is just as easy to rod a house to give 99 per cent protection as it is to give 80 per cent protection, if good conductors are used and put on by a man who understands proper installation."

"A city man is interested principally in what a thing will do, and doesn't care how it accomplishes the result," said E. E. Rogers, of Chicago, who handles the advertising of the Shinn company. "The farmer, we have learned, wants to study the whole thing out for himself, and see how it works. For this reason the booklet which we send out, and which gives the whole story of lightning rods, including the scientific explanations of what causes lightning, and how it is conducted to the earth by means of rods, plays a very important part in our promotion work. It is read closely by the farmer, and is given far more attention than a city man would give to a similar subject.

"Carrying this idea further, the Shinn dealers are supplied with 'thunder-storm' machines, by means of which actual demonstrations of the principle of lightning conductors may be given. This has been a very effective feature of our educational work on account of its novelty, as well as the fact that it shows on a small scale the operations of nature in a thunder-storm."

The advertising of lightning rods is a seasonal proposition, on account of thunder-storms with their accompaniment of lightning

## Over-Used Words

While the war has resuscitated the word Efficiency, it is used so often in connection with so many other enterprises that it doesn't mean anything any more.

In the advertising business the agencies have used the word Service until it is so frazzled out at the edge that no one recognizes it as its former self, and the wise ones are racking their brains for some new expression.

While the cumbersomeness of the word Specialization is its own protection, it has lost some of its vigorous meaning by over-use.

Nevertheless, in selecting advertising mediums it is well to remember that *The Mother's Magazine* really *is* the mother's magazine and specializes on nothing else. To help you to realize how much that means, think for a moment what the buying activities of the mothers are.



**Advertising Director**  
30 E. 34th St., New York

# Announcement

**I**T has lately come to our attention that many advertisers do not understand some of the most important functions of the Modern Advertising Agency.

All know, of course, that accredited advertising agencies can buy publication space at minimum prices.

All know that advertising agencies prepare publication advertisements.

Many realize that Advertising Agencies offer Merchandising Counsel to their clientele from time to time.

But we doubt if over 20% of present-day advertisers understand and utilize the complete service of the Modern Advertising Agency.

This misconception, for which the

---

---

## HENRI, HURST &

*General Advertising Agents and*

122 South Michigan Avenue

# Investment!

Advertising Agencies themselves are largely responsible, is a costly thing.

It is costly to advertiser and advertising agency alike.

When rectified, advertising will become a safer and more profitable investment for many.

It is our desire to help clarify the situation, to "do our bit" toward giving all Advertisers a true conception of Service as delivered by the Modern Advertising Agency.

We shall begin by presenting a series of articles under the title, "The Functions of the Modern Advertising Agency."

The first of these discussions will appear in an early number of Printers' Ink.

---

---

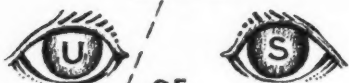
## ST & McDONALD

Advertising and Merchandising Counselors

CHICAGO, ILLINOIS



*The*



OF

A

NATION

ARE

ON

*Flying*

280 MADISON AVENUE  
NEW YORK CITY.

PUT YOUR

AD

WHERE

IT WILL

BE SEEN

FOR





being confined largely to the summer months. The company advertises vigorously in the trade papers from November to June, while the farm-paper copy runs through the summer months. While small space, as explained, is used in the farm list, half-page copy is regularly run in the dealer publications, in which the business opportunities represented by the lightning rod are shown.

In this connection the company is doing some interesting work to show dealers why they should stock and push specialties. In a recent trade paper ad it said:

"We are not giving away any secret when we say that implement dealers are not making a decent, livable profit on many of the lines they carry. Why?

"You know and we know. Many of your lines have become staples—even in farm machinery—and the margin has been squeezed down until, in some cases, it doesn't even represent your cost of doing business.

"No man ever accumulated a fortune retailing crackers or shingle nails, or bought his children very many extra pairs of shoes. The profit line is always a specialty—something that every Tom, Dick and Harry doesn't understand and that requires a little salesmanship to sell.

"Maybe you have been straining yourself to reach a profit from the old regular lines, and overlooking the big red apples of profit hanging just behind your back in the lightning conductor business.

"The Shinn line and the Shinn organization will help you to do a 5,000-to-10,000-feet-a-year business and show you a percentage of profit that you can't find on anything else in the store. Have you a few moments to spare to talk it over? Just write us a line."

### United States Electros Don't Fit in Australia

Australian advertising practices differ materially in several respects from those of this country. Some of these differences have been pointed out by Commercial Attaché Philip B. Kennedy, Melbourne, in a recent issue of *Commerce Reports*.

"One of the advertising agencies in the United States," says Mr. Kennedy, "recently sent a representative to Australia to arrange a local advertising campaign on behalf of an article nationally advertised in the United States. The special representative was forwarded 268 advertising plates which had been successfully used in the United States, all but three or four of which had to be scrapped. Although these plates fit American magazines and newspapers, they were of no use in Australia. The substantial loss suffered was increased by the duty charge, which on electrotypes or stereotypes is \$.48 per block of twelve square inches or under, with \$.04 additional for each square inch over twelve. The best practice is to send drawings from which plates can be made locally.

"The custom has not yet been adopted in Australia of giving advertising agencies a standard rate of discount, and a certain amount of bargaining must be done by American advertising agencies desiring to make direct arrangements with Australian mediums. Moreover, some satisfactory method of payment must be devised if one would meet with a favorable response. The Melbourne Ad Club, affiliated with the Associated Advertising Clubs of the World, is endeavoring to standardize practices, but is making only slow progress against traditional methods. A leading metropolitan daily recently urged the press to advocate a system of guaranteed circulation, similar to that in use in the United States, but received little, if any, encouragement. The only assurance which can now be had as to circulation is the unsupported word of the publication.

"Sales letters which have been successful in the United States have often proved effective in Australia with only slight alteration. Envelopes, stationery, and inclosures have sometimes been shipped out from the home office. When this is done, care should be taken to pack the stationery in tin or zinc-lined cases, since otherwise the contents are liable to serious damage from moisture. The local representative of an American tire manufacturer recently received from his company a large supply of stationery to be used for circularizing in Australia, which was not packed in a tin-lined case. It was a total loss through having become soaked with moisture. Duty had also been paid on the stationery. (The Australian duty on letter heads is \$.20 per pound, or 40 per cent ad valorem, whichever yields the higher.) Stationery imported from the United States must be marked 'Printed in U. S. A.,' which does not add to its appearance.

"The Australian printing industry is protected by a duty of \$.20 per pound on imported catalogues. Local catalogues may also be posted at one-half the rate charged on imported catalogues.

"It is difficult at present to secure in Australia high-grade bond papers or the best grades of papers for catalogues. For ordinary business purposes, however, local work is quite satisfactory."

# Names of Dealers Rotated in Newspaper Copy

In One City There Were 138 Dealers, and This List Was Finished in Less Than Sixty Days

By Paul C. Gerhart

Of the Armstrong Packing Co., Dallas, Texas

THE force, advertising, has always seemed to me to be in many ways similar to the force, electricity. Regardless of the number of miles of copper wire that may be strung through a city or over a country, regardless of the number of poles that may be erected to uphold these wires, regardless of any additional paraphernalia that may be utilized to maintain this so-called distributing system, it is of no use to anyone who does not run a connecting wire from this system into his home or store. He cannot have light, heat or power without a connection.

So it is in advertising.

Regardless of the number and character of the publications that may be used covering a certain city or the entire country, this advertising can at best be rated only as general publicity, unless there is a connecting wire or link between these advertising mediums and the dealer's store.

It is this connecting link between advertising, whether it be in magazines or newspapers, that hitches up the dealer's store with the advertising, making the one an integral part of the other, that enables the dealer and afterwards the manufacturer to cash in on these ads.

Following the usual custom of years, we had advertised our line of food products as being sold by "all good dealers." We had been using small spaces in a list of daily newspapers in certain localities. These ads in many cases appeared daily or at least three times a week. For a long time we thought this general statement that our products were for sale by "all good dealers" was not definite enough. It did not answer what was, after all, the vital

question in the mind of the housewife, to wit: Where can I buy Armstrong's Pure Food Products?

We felt that the answer to this question would be of practical benefit to us. After giving the matter some thought, this is the manner in which we solved it:

We determined to attach to each of our small space newspaper advertisements the name and address of one of our many dealers located in the city where that newspaper was published. We included the dealers in rotation, beginning alphabetically, one in each advertisement. All distributors in the city were represented in turn. The size space used was thirty-five lines double column.

Before we launched this plan there was some skepticism regarding its practicability. We were informed that much jealousy would develop among the retail trade; that there would be dissatisfaction with reference to the assignment of mediums, and that we could not afford to divert all the influence of even one particular newspaper advertisement into one dealer's store to the exclusion of all other dealers in that city even for a day.

## DEALERS ACQUAINTED WITH PLAN IN ADVANCE

However, these tribulations did not develop with the inauguration of the plan. The salesmen were furnished in advance a copy of the schedule showing when a dealer's name would be attached to an advertisement and in which newspaper it would appear. This enabled the salesman to secure an increased order on the particular product to be advertised on date specified in advance, and has

**TO POSSESS** a thorough understanding of the sales-manager's problems from a *business* standpoint; to intelligently grasp the advertising manager's ideas; to have the ability to accurately interpret ideas, and the knowledge of *how* to meet requirements; these are the first necessary factors of an acceptable service in the creation of effective sales literature.

Add to these factors co-ordinate features of complete organization and plant equipment for the handling of all details of production,—and an actually competent service is assured.

**ROBERT SMITH COMPANY**

*Effective Direct Advertising Service*

LANSING, MICHIGAN

worked to the mutual satisfaction of all concerned.

Before putting the plan in operation a letter was prepared, carefully and precisely outlining this plan. The letter was mailed to all dealers in the territory covered by the advertising. We figured that while each one of these particular advertisements would carry the name and address of an individual dealer, that this plan would give direct selling results to the said dealer on that one day, and that it would continue to give general publicity just the same as heretofore to all other dealers in the territory covered by that particular newspaper. In the letter sent to the trade, the dealers were requested not to ask for any particular newspaper or any particular date, as we reserved the right to handle these details in our own office.

This plan has taken our advertising out of the realm of general publicity and has made it of practical selling value to us. In our home city we have some 138 retail dealers, large and small, who are selling our leading brand of hams. As we are using our one morning and three evening newspapers in that city in addition to a weekly foreign language paper, this gives us a total of seventy-five newspaper advertisements per month in that city. Thus we can get around among our present dealers in less than sixty days.

Even in a city where many dealers are selling a product, there is always a large loss to the advertiser through his inability to tell where his product may be purchased. It does not matter how good a product may be or how reasonable in price, or what other attractions it may possess, if the prospect does not know where to purchase it. If the prospect has to spend time and effort inquiring of friends and neighbors or calling up her own grocer or butcher, who may not handle the product, the chances are large that the prospect will become discouraged and a sale is lost to the advertiser. Multiply this many thousands of times and

you have some idea of the effectiveness or ineffectiveness of general publicity as ordinarily published in magazines and newspapers by manufacturers.

This plan naturally requires a little more clerical work, but this is trivial in comparison to the benefits derived.

We found that it created much more interest and enthusiasm among our salesmen. For each salesman now found himself a link in the chain that made increased profits possible for all. Also the dealers were thus shown that we were investing our advertising money for their direct, individual benefit, and hence the plan emphasized to each dealer that he was now indeed a member of the Armstrong family.

Rotating the dealers' names, in turn, really proved to be the "connecting link" that enabled both manufacturer and dealers to "cash in" to a greater extent than ever before on the advertising.

### State College Advertises in 340 Newspapers

The South Dakota State College, located at Brookings, S. D., is advertising in 340 newspapers of the state, pointing out that it is the patriotic duty of young men and women to attend college, if possible, to prepare themselves for service. "This country and this state need leaders," says the copy, "and will need them when the war is ended—as agriculturists, as engineers, as experts in home economics, and allied work."

### To Improve Sunday School Advertising

Advertising came in for a share of the attention of the Lake Geneva training school of the International Sunday School Association, held last month at Conference Point, Williams Bay, Wis. The course on this subject was in charge of Herbert H. Smith, of the *Continent*, Chicago. Three hundred Sunday school secretaries and others were in attendance.

### Chicago Printer Adds to Staff

Sam Evans and John W. Barney have joined the service department of the Bert L. White Company, Chicago printer. The former has been engaged in newspaper work and the latter was in the past business manager of the *Wall Street Journal*.

PRINTERS' INK

# ROOTERS *and* ONLOOKERS



WHEN the circulation of Everybody's is set in October the difference between the old circulation which was voluntarily reduced and the new enthusiastic circulation will be just the difference that you get in the stands between the "fan" who buys his ticket the day before and the casual who comes on a pass. One pulls for the team in season and out of season. The other is there merely because it's "some place to go." The advertiser in Everybody's will talk to enthusiasts who have the price to buy what they want. No "free list" here.

*Everybody's* MAGAZINE, beginning with the November number, will go to a new size carrying a type page  $7 \times 10\frac{1}{4}$  inches. This new size represents the ideal of today for displaying advertisements to the best advantage both for the service of the advertiser and for the convenience of the reader.

THOSE advertisers who have used space with us between the dates of April and October inclusive will be entitled to the old page rate of \$350.00 in the new size ( $7 \times 10\frac{1}{4}$ ) for November and December, 1917, and January, February and March, 1918—for full pages only.

## *Everybody's* MAGAZINE

N. B. — To diagram what we mean by "rooters," when *Everybody's* published the article, "New Men for Old," 104 presidents and general managers of big corporations immediately wrote in, requesting from 10 to 100 copies apiece, for distribution to the departmental heads of their businesses.

# Fuller & Smith

## Advertising - Cleveland



# Smith Cleveland

## Advertisers served by Fuller & Smith:

- The Aluminum Castings Company,  
"Lynite" Aluminum Castings.
- The American Multigraph Sales Company,  
The "Multigraph."
- The Beaver Board Companies,  
"Beaver Board."
- The Bourne-Fuller Company,  
Iron and Steel Mfrs. and Jobbers.
- Burroughs Adding Machine Company,  
Figuring and Bookkeeping Machines.
- The Central Brass Manufacturing Company,  
"Quick-pressure" Faucets.
- The Cleveland and Buffalo Transit Company,  
Lake Steamship Lines.
- The Cleveland Provision Company,  
Wholesale Meats.
- The Geiger-Jones Company,  
Investment Securities.
- The Glidden Varnish Company,  
Varnishes and "Tap-a-lac" Household  
Finishes.
- Ivanhoe-Regent Works of General Electric Co.,  
"Regent" Illuminating Glassware;  
"Ivanhoe" Metal Reflectors.
- The Joseph and Feiss Company,  
"Clothcraft" Men's Ready-To-Wear  
Clothing.
- Landon School of Illustrating and Cartooning,  
Correspondence School.
- National Carbon Company, Inc.  
"Columbia" Dry Batteries.
- National Lamp Works of General Electric Co.,  
Mazda Lamps.
- The Osborn Manufacturing Company,  
Moulding Machines and Foundry Supplies.
- The Peck, Stow & Wilcox Company,  
Mechanics' Hand Tools; Tinsmiths' Tools  
and Machines; Builders' Hardware.
- Pittsburgh Gage and Supply Company,  
"Gainaday" Electric Washing Machines.
- The M. T. Silver Company,  
"Silver Style" Women's Suits and Coats.
- Hoteles Statler Company, Inc.  
Hotels in Buffalo, Cleveland and Detroit.
- J. Stevens Arms Company,  
Firearms.
- John R. Thompson Company,  
Restaurants in 38 cities throughout the  
United States.
- The Timken-Detroit Axle Company,  
Automobile Axles.
- The Timken Roller Bearing Company,  
Roller Bearings.
- University School,  
College Preparatory School.
- The Upton Nut Company,  
Manufacturers of Iron and Steel Products.
- Westinghouse Electric and Manufacturing Co.,  
Electrical Heating Devices, Motors,  
Fans, Automobile Starting and Light-  
ing Equipments, etc.
- Willard Storage Battery Company,  
Storage Batteries.

# Forbes Magazine

15 cents  
a copy

\$3.00  
a year

Will be  
published  
every  
2 weeks



Beginning  
Saturday,  
Sept.  
15th

**I** AM STARTING A MAGAZINE because I believe I can do more and better work in this way.

We all want to attain success. By telling and showing how other men have succeeded, **FORBES MAGAZINE** will inspire and direct its readers toward real success.

America needs a great army of small investors. We must have more thrift, more economy and a wiser investment of savings. **FORBES MAGAZINE** will do its part in the creation and guidance of this army—and in criticising those, high or low, who would attempt to mislead it.

**FORBES MAGAZINE** will be fearless and independent, not a muckraker, yet unafraid to condemn where condemnation is necessary.

Leaders of industry have just as much need to learn to understand their workers as the workers have to understand them. We hope to promote understanding.

I want **FORBES MAGAZINE** to become a wholesome, constructive, aggressive, helpful influence toward securing fair play all around and in adding to the zest and the enjoyment of the business of life.

*Write for Prospectus and other details.*

**FORBES MAGAZINE, 120 Bway., New York**



# How the International Harvester Gets the Good Will of the Child

What It Is Doing to Make the Boy and the Girl Like Farming

SEVERAL years ago the merchants of a little city out West found themselves seriously harassed by mail-order competition and by a host of other trade problems. Individually they made no progress in fighting back. Eventually, however, they formed an unusually strong association and by vigorous united action they soon had most of their problems on the run. So effective was the trade-development work of the organization that in two or three years it was discovered that the merchants of that place were selling all the goods that the town's territory would stand. The saturation point had been reached. What could be done to increase business? Obviously, no extension could be expected until the earning capacity of the people of that section had been raised. Since the community was almost solely dependent on agriculture, it was apparent that the only course open was to enable the farmer to get better results. Accordingly, an agricultural expert was engaged by the association. With his help, gradually farmers began to get larger crops and the general level of prosperity of the whole community was lifted up higher by several notches.

This incident is told because it illustrates the sort of business-building wisdom that characterizes all the advertising and sales activities of the International Harvester Company. The immediate business of this concern, of course, is to sell its machinery to the farmer. However, that in itself is a comparatively simple sales problem. The larger task that lies before the company is to make sure that the farmer needs machinery, and that he is able to buy it. With this idea before it, the company for several years has engaged in a vast educational work. Its Agricultural Extension Department, now under the direction of P. G. Hold-

en, the man who made Iowa such a great corn State, is a most important end of the business. It almost vies with the Government in the number of educational publications issued to the farmer.

But now the International people are going even further. They realize that the educational effort must be started on the children, or, in other words, on those who will be prospects for machinery twenty years from now. In this way the drift from the farm to the city can be stopped. Instill in boys and girls a love for agriculture and they won't desire to leave the farm. The International is, therefore, encouraging the teaching of agriculture in schools. Its latest book shows how the study of the subject can be vitalized. For some time agriculture has been taught in many schools, but the attempt was not entirely successful, simply because there has been too much book work and not enough practical experiments. This new publication shows how these conditions may be overcome. It suggests a plan whereby the subjects are rotated and tells what has been accomplished in a few States by these methods. The book is filled with cartoons and pictures, which visualize the tragedy of wrong methods of instruction and shows how interesting the study is when practical methods are followed. The company has available over a dozen publications suited to the needs of schools, such as "A Pig for Every Boy," "Fly Catechism," "Binder Twine Industry," etc. It also furnishes charts and slides for lectures, patterns for a fly-trap, a "rag doll" for testing seed corn, stencil patterns on various subjects and other helps to encourage the child to stay on the farm.

The whole effort is a splendid example of the business institution that is not so bent on getting to-day's orders that it forgets about building for the future.

# Using a Traveling Corps of Window Display Men

How One National Advertiser Operates His Own Staff—Their Recruiting and Management

By C. G. B.

IT may be interesting to a number of national advertisers to read of the experience our house has had with special window-display men. There has recently been a lot of discussion as to whether a manufacturer selling the retail trade can profitably employ men for this kind of work alone, or whether he should employ some outside service making a specialty of doing this work for him.

Let it be said in the first place that much depends on the character of the business. If the manufacturer has a number of retail outlets in a city it is more profitable, as a rule, for him to put a special display man in there than when he has but two or three stores selling his wares. The reason is obvious. It costs something to get the man to that city, so make it worth his while to stay there.

In our business we sell through a large number of the stores in each town, even in towns as small as eight or ten thousand population. On the average, taking big cities and small towns all over the country, our distribution runs slightly over seventy per cent. So no matter where we may send a man he is sure to find dealers who know us and carry our goods. This, of course, is a decided advantage.

Window trimming by special men was started by us two years ago as an experiment. One man went out at that time. We have gradually increased the number until now we have seven. We intend to have more in the future.

The reason we are gradually increasing our force is the only one that could possibly influence us to do so, and that is—it pays us and our dealers. The work is carefully checked up, as will be explained later.

We pick young men with good education, good address and men who are eager to become salesmen and who see in this work a valuable foundation for selling. They know before they start out that the work is seasonable, and they know exactly when they will be through. They are told that if they make good they will stand a chance of trying out on our secondary sales force.

They are carefully schooled at headquarters in the elementary principles covering good displays as applied to our goods and our dealers. They set up specimen displays. They work out new ideas. They study all of our selling plans and propositions. They get the spirit of the work—to help the dealer sell—not to sell the dealer.

## WORK CAREFULLY LAID OUT

Then each man is set to work for a few days in the home town or in a neighboring city, so that his work may be watched and so that he can easily get any information he may want. It takes but a very short time, not over a couple of days usually, for the man to get full confidence in his ability to do the work.

Each man works alone. He has his own territory. The stops are all mapped out before he starts. He knows exactly how long to spend in each town. We know just where the man will be at any time. For some time previous to his departure, our regular salesman in the territory to be worked has been advised of the coming of the window trimmer, and in his work he has booked a number of displays for the young man who is to follow.

The advantages of this are twofold. First, the salesman is able to offer his customers the services of an expert display man free of

·LIFE·



The deeper the U. S. postal department or the A. B. C. dig into circulation methods the stronger ·LIFE'S· circulation stands forth.

It is equal to the highest standard in gold measurement.

It is 24 Karat fine.

Gee. Bee. Are.

LIFE'S Advertising Manager, 31st St., West, No. 17, New York  
B. F. Provandie, Western Mgr., Marquette Bldg., 1537, Chicago

charge, and on the strength of this co-operation he often receives extra business. The dealer knows that he will sell more goods if he has the display, so he orders more goods. The salesman knows in advance just what towns the display man will visit, when he will be in each town and how long. He knows just about how much the display man can accomplish in a day, and he knows how many displays to book.

The second advantage accrues to the display man. As a result of this co-operation from the salesman he knows just what he has to do and he loses no time in booking displays. In most towns his time is entirely booked up. But of course in places where he has extra time he gets busy and books enough extra displays to keep him working. We furnish him no list of dealers. He either seeks the co-operation of a local jobber or locates the stores by asking questions and by observation.

The display itself is not elaborate. It is a fairly simple one to install, but consists of so many pieces joined together that the dealer is tempted to have it stand in the window longer than he usually would because it's a big job for an inexperienced man to take it down. Our boys are skilled in putting up the display and can do it quickly, but the average dealer has to spend quite a little time taking it down. This, I think, is one big reason why our displays stay in two weeks on an average. If the display were a simple one, two- or three-piece affair, the dealer would have it out in a jiffy, unless it were a sensational seller.

Of course we have figured out the cost of this work most carefully. Take the man's time, his expenses and the cost of the material, add it all together and divide by the number of displays installed, and we have our cost per display. It's cheap advertising as we figure it. Our boys receive \$15 a week and living and traveling expenses. The material is not costly nor elaborate, but when properly installed makes a strong and attractive display. Those on

the force maintain such a good average of displays installed per day that the cost per display is really cheap, especially when one figures that he owns the man's window for two weeks.

Our trimmers are spurred on by contests. They receive points for all work done. They have to send in daily written reports on all calls made and signed receipts for all advertising matter installed. At the end of each week the highest point winner gets a cash prize. In some stores they visit where displays are refused and where a counter display case or a show card is installed, they receive credit in proportion for each piece installed. A grand prize is given to the man getting the greatest number of points for the trip.

This work is carefully checked up. A letter is sent to all dealers who have displays asking them if they have had increases in sales. These answers are all carefully tabulated. They tell whether this work pays or not, and sometimes give valuable suggestions. They also serve to check the work of the display men.

#### MEN ARE TRADE SCOUTS ALSO

But here is where this work pays an additional dividend and a big one. Our trimmers are not only display men, they are carefully trained investigators—information getters, one might call them. They send us detailed and valuable information on competition, trade conditions, etc., which are carefully compiled. They know what to go after, and they get it.

Another thing, they create a very favorable impression on the trade for the company. They come to the dealer, not to talk him into an order, but to show him how to make more money. They often come long distances just to make it easier for the dealer to sell his stock. It creates no end of good will for us among the trade.

They know how to take care of complaints, how to answer all questions, how to size up a man's needs, etc. They are excellent representatives of the company

# If All of Kansas City's Newsboys Fell Sick

If all the Kansas City newsboys were to fall sick or be incapacitated any other way and if all the news-stands were to cease business, every home in Kansas City would receive its copy of The Star every morning and every evening just the same.

So far as addressing Kansas City is concerned, street sales, news-stand sales and counter sales may be disregarded, because The Star's exclusive carriers deliver twice a day to paid subscribers more papers in Greater Kansas City than there are houses.

## THE KANSAS CITY STAR

Morning  
215,000

Evening  
215,000

Sunday  
215,000

# New York's Leading Evening Newspaper

## THE NEW YORK EVENING TELEGRAM

**Circulation over 225,000**

**First in Total Paid advertising.** Printed 7,960,527 lines in 12 months ending July 31/17.

**First in advertising gains.** Made an increase of 1,122,185 lines in paid advertising in year ending July 31/17.

**First in classified advertising.** Every house-keeper in New York knows she must use the classified columns of The Telegram for results, and they all do it.

**First in Automobile advertising, Display and Classified combined,** because it reaches the people who can and do buy automobiles.

**First in Results to advertisers.** The repeat orders received, the Volume of advertising carried and the wonderful increases being made prove this.

"The Telegram keeps its old customers always."

**First in Quality and Quantity of News.** Over 60 pages more news matter printed during July, 1917, than next paper. Best woman's page in the country. Best Editorial page. Best Cable news and in every way, New York's best and most reliable Evening Newspaper.

**"Bright—Clean - - - Welcomed Home"**

# The New York Evening Telegram

**CONE, LORENZEN & WOODMAN**

**Publishers Representatives**

**New York**

**Atlanta**

**Detroit**

**Kansas City**

**Chicago**

and make a good impression.

So we don't measure the value of this work in the cold dollars-and-cents cost of the display. We get far more from this work than can be measured in money. In fact, the creating of good will caused by this work is regarded by many as just as valuable as the display work itself. It is hard for a competitor to win away any dealer who has been given such liberal and whole-hearted co-operation free of charge.

And the beauty of it all is that the displays actually sell the goods for the dealers. That is the final answer after all. That is what interests the dealer most, and that is what makes him a bigger booster than ever. Our accurate checking system tells us exactly what proportion of our dealers find these displays profitable.

Another important point is that the trimmers have implicit instructions not to co-operate with price-cutters. They place no advertising matter in stores that slash prices on our goods. They tell our legitimate dealers that those are their instructions, and that makes a hit right away.

They are kept posted on the appearance of the advertising in the magazines and are furnished proofs of the larger ads which they paste on the dealers' windows at the different times the ads are appearing. The whole thought in the composition of the display is a close tie-up with the national advertising that is being done. Similar designs and illustrations and the showing of proofs of current advertising help to create this relationship.

It is a wonder to me that more national advertisers don't do this kind of work. As I understand it, those who are now doing it and have perfected their methods are finding it most profitable. Our display men do not run into many other men from other companies doing similar work.

---

Robert M. Harvey, publishers' representative in New York, has been appointed to represent the *Etude* of Philadelphia.

## House-Organs to Aid in Food Conservation

James H. Collins, editor of the trade and technical press bureau of the office of the Food Administrator in Washington, has asked business houses issuing house-organs to help him spread the gospel of food conservation. They are asked to publish in each issue during the continuance of the war an editorial or article reminding their readers that the food pledge represents a real and ever-present war necessity, and that they are put on their honor as volunteers to observe that pledge.

It is further pointed out that house-organ readers will be in position to guide and inspire others in this voluntary food-economy campaign. "Every factory and store in the country will become a center for economy, not only in food but in fuel, power and transportation," says Mr. Collins. "Every traffic man and shipping clerk who loads or unloads a car or routes a shipment so that railway facilities are used to the best advantage, makes a direct contribution to the winning of the war. Every intelligent saving in fuel, and power, can be automatically translated into a saving of food somewhere and ultimately it will become a blow for our cause and against our enemy's."

Manufacturers who issue house-organs and who have not received Mr. Collins' letter of suggestions should ask him for particulars.

## American Express Adopts New Emblem

"The time has come for the American flag to be known all over this country and all over the world as a thing apart—a thing absolutely by itself," says the house-organ of the American Express Company. Because of the company's belief, it has done away with the shield of stars and stripes which has characterized its call card for many years. In its stead there will now be a hemisphere of the globe in red and blue, with white meridian lines, and in bold white lettering the words, "World Service."

In making the change the company not only gets away from any suggestion of using the flag in advertising but also conveys a broader, international impression of the service it renders.

## Paris Stores Serve Customers in Rotation

It is "first come, first served" now in department stores in Paris. Some of the stores have adopted a system of handing consecutively numbered slips to the women as they enter a department where a special sale is in progress. Each prospective customer is then waited upon in her proper turn. There is no crowding, no attempt to get attention from the clerks out of turn. The stores' patrons realize that there is a shortage of help, and that each will be served in order.



# Dealers "Invited to Buy" When They Won't Be Sold

Persuasive Methods Succeed in Merchandising Campaign That Could Not Be Put Over by Aggressive Means

THIS is an account of how a sales manager, successful in one field, found his approved methods all wrong in another locality with another line, and how he overturned all his theories about selling before he "found himself" in the new job. It will be instructive to manufacturers who have preconceived notions of how their products ought to be sold but whose salesmen are unable to get their stride.

Last year the Canadian Chicle Company, of Peterboro, Ontario, planned to get more complete distribution in Toronto. The market had been cultivated and advertising had been used to liven up sales, but success had not been forthcoming. So the chewing gum which the company made was put up in a form resembling cigarettes, was packed in an unusual display box and a new name given it—"A. B. C." gum. An advertising campaign was put on—big enough to make the public ask questions and to make the dealers take notice of it. A force of salesmen was turned loose on the supposedly "sold" dealers. It appeared that all things had been done that would make the campaign a success, but something was amiss. A lot of gum was sold, but not enough to make a profit; it was another "near success."

In analyzing the situation it was decided that the fault lay in the calibre of the salesmen employed—they weren't big enough to meet the stiff competition of the two big concerns who dominated the Toronto market. A hunt was instituted for a master salesman and a man found who had won an enviable record for selling the products of a United States manufacturer in the Central States. He didn't know anything about gum or gum merchandising; he was simply a "cracker-jack"

American salesman. He was brought to Peterboro and introduced into the mysteries of the gum business.

Late last fall he was installed in Toronto as district sales manager. To this man—Billings, we will call him—the task appeared comparatively simple. He would put his aggressive sales tactics at work, would imbue the salesmen with his enthusiasm and, backed up by the advertising, the fight would be won in short order.

Everything ran true to form until sales were checked up at the end of the first week. The report read like a census of orders that "might be" secured next season. The second week was not much better. Billings called in the force and gave them a ragging, but it failed to bring in the orders. He went out and interviewed dealer after dealer, used all his persuasion, drove hard for a sale, but all that he seemed to get were orders from dealers who were not favorites with the credit man. Billings saw the ground slipping from under him, but couldn't find a flaw in the salesmanship. Both he and the force worked harder—got a few more orders, but not enough to make the head office wire congratulations.

## HAD USED WRONG METHOD OF DEALER APPROACH

The gum, he was convinced, was right and the advertising seemed to put over the message. Could it be that the sales methods were misconceived?

He began to see things from the Canadian viewpoint. The dealers were "different" from those he had dealt with in Ohio and Indiana.

True, the difference was so slight as to be unnoticeable unless one were looking for it, yet it was big enough to turn a sale. That



# The Winner of this War-

The farmer is going to win this war. He is the most imposing figure on the world's horizon. Unprecedented prosperity has been his for three years. Today he represents the wealthiest class per capita in America.

He is a good customer when his patronage is invited through the channels he understands and trusts.

Since 1877 Farm & Fireside has shown him how to grow bigger, better crops, healthier, finer stock, and has helped to make life more livable for his family.

More than 600,000 of him believe in Farm & Fireside and respond to its editorial and advertising suggestions—a fact proven by thousands of letters in our files and in the files of our advertisers.

91% of Farm & Fireside's 550,000 guaranteed circulation is concentrated in the twenty richest farming states.

The rate is \$2.75 a line.

## FARM *and* FIRESIDE

THE NATIONAL FARM PAPER SPRINGFIELD, O.

Est. 1877

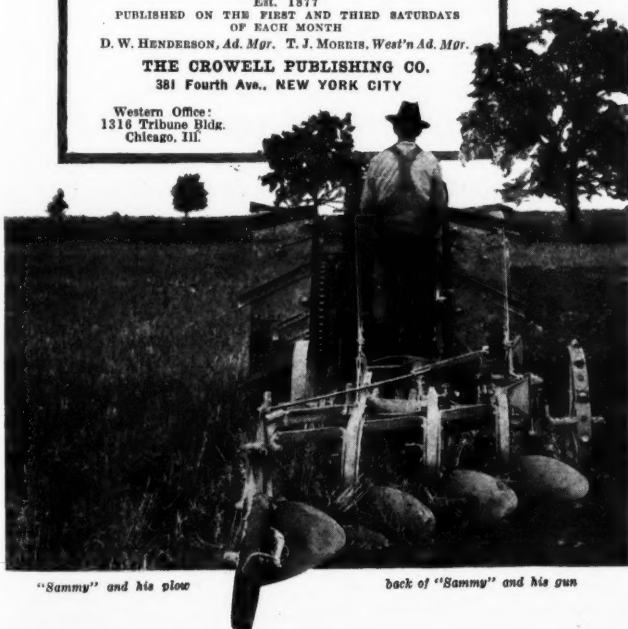
PUBLISHED ON THE FIRST AND THIRD SATURDAYS  
OF EACH MONTH

D. W. HENDERSON, Ad. Mgr. T. J. MORRIS, West'n Ad. Mgr.

THE CROWELL PUBLISHING CO.

381 Fourth Ave., NEW YORK CITY

Western Office:  
1316 Tribune Bldg.  
Chicago, Ill.



"Sammy" and his plow

back of "Sammy" and his gun

# The RANK of WEALTH

1st.....	New York
2nd.....	Illinois
3rd.....	Pennsylvania
4th.....	Massachusetts
5th.....	New Jersey
6th.....	Ohio
7th.....	<u>Oklahoma</u>

There are but six states in the Union where the citizens pay a greater personal income tax than the people of Oklahoma. Those six states are all big Manufacturing States, where big incomes are derived from Factory products.

*Oklahoma pays the largest personal income tax of any agricultural state in the Union.*

Out of forty-eight states, Oklahoma is seventh in payment of personal income taxes, and first among farming states. It is the highest west of the Mississippi, nearly double the State of Missouri, nearly four times as great as Indiana, and almost one million dollars more than California.

*To sell goods go where the money is.*

Net Paid Circulation

<b>Oklahoma Farmer-Stockman</b>	-	<b>135,000</b>
<b>Daily Oklahoman</b>	- - -	<b>43,000</b>
<b>Oklahoma City Times</b>	- -	<b>30,000</b>

---

**E. KATZ SPECIAL ADVERTISING AGENCY**  
New York, Chicago, Kansas City

was the key to the whole problem. Billings soon came to realize that the dealers he had been trying to sell A. B. C. gum were declining to stock it because they disliked being "rushed" into purchasing. They preferred and almost insisted on the right to sell themselves and to buy when they got good and ready.

The selling procedure was immediately changed and the sales of the gum went up with a bang. Instead of endeavoring to drive the dealer into making a purchase on the first call, the salesman sought to inculcate in the dealer's mind a thorough appreciation of the merits of the product he was selling, the firm which made it, and the business that the advertising would create for the dealer. The whole canvass was centered on arousing the dealer's interest. He was deliberately put into the position where he had to take the initiative in closing the sale. The salesman did everything he could to suggest and make this easy for the dealer to do, but steadfastly declined to take the initiative.

#### SALES LEFT LARGELY TO DEALERS TO CLOSE

This seemed to create the impression with the dealer that the salesman didn't know his business; that he was a dub who had a good article but didn't know its value. That immediately aroused the dealer's trading instinct and made him want the gum. However, if the dealer did not rise to this bait the salesman would depart with the polite invitation to the dealer to "phone in" his order if he found that he would like to stock the gum. On the surface that would look like poor salesmanship, but it was a form of flattery that got under the dealer's skin. The salesman knew that the advertising would surely induce some of the dealer's customers to ask for the gum, and he would feel quite free to telephone his order. It is significant that an average of three out of every five dealers who didn't order phoned in within a few weeks of the call and that these same

dealers are usually more enthusiastic about the gum than the others.

There was a jobber who had stocked up with A. B. C. gum under pressure. As he had bought the gum more or less against his will he was prejudiced against it and out of spite, perhaps, did not put forth any particular effort to sell it. When the district sales manager made his first call on him, he was very bitter and asserted that the gum was no good, wouldn't sell, etc. He was curtly requested to return the goods and get his money back, but instead of this sent in an order for more a few days later. He had got over his grouch when he found that the gum company wanted the gum more than it wanted his trade. His pride as a sales factor was wounded so he went out and sold the gum just to prove that his firm could do it. He is still doing it.

A large tobacco distributor covering Quebec complained that the gum would not sell. The district sales manager sent some men into Quebec to sell the stock of gum on hand. These salesmen followed the distributor's men and in a few days sold the entire stock to the very dealers that the distributor's salesmen were regularly calling on. This demonstration was such a vivid presentation of the salability of the gum that the tobacco man now has his own salesmen push the gum to make their "expense money," and they do it so well that the gum company has recalled its detail men. This distributor is very proud of his sales force and believes they cannot be beaten, so it is small wonder that when they were shown up, both the distributor and the salesmen themselves were keen to re-establish their reputation.

In the first canvass under the new sort of selling methods 70 per cent distribution was secured in Toronto. In the cities of London and Hamilton, 80 per cent of the dealers bought on the first call.

The policy of letting the dealer "sell himself," which has ap-

parently worked out so well for this manufacturer, won't do the work, of course, in many cases. It is not one that is always applicable in Canada and always to be condemned in this country. One dealer may prefer to sell himself and his next door neighbor delight to be sold. The experience of the Canadian Chiclé Company points the lesson that salesmen ought to have more than one arrow in their quiver to bring down the best possible number of orders. Aggression in selling won't reach the mark at all times.

### Defines a Legitimate Furniture Dealer

Retail furniture dealers, meeting at Grand Rapids, Mich., have organized the National Retail Furniture Agency, with members scattered throughout the country. The purpose of the association is to clean up trade abuses and to issue an annual buyers' guide, in which all information pertaining to trade relations between the manufacturer and dealer will be published. The prime object of the organization is to create better relations between the manufacturer and dealer and to prevent, if possible, the sale by manufacturers, jobbers and manufacturers' agents of furniture direct to the consumer, directing consumer business to the retail trade.

A "legitimate dealer," according to the belief of the agency, can only be a merchant "who buys his goods outright and places them for sale on floors actually owned or leased by him, confining his operations to such floor space, unless he is engaged in the mail order business, when, to legitimately qualify, he must use his own catalogs and price lists under his own name, eliminating manufacturers' numbers and price lists."

### "Tobacco World" Sold

Hobart B. Hankins and H. H. Pakradooni have acquired the entire capital stock and property of the Tobacco World Corporation, publisher of the *Tobacco World*, Philadelphia. Mr. Hankins, who has been advertising manager of the publication since 1913, has been elected president and general manager.

### Twenty-Seven New Stores in Chain

The Union Pacific Tea Company of New York opened last Saturday twenty-seven new grocery stores in Kansas; fifteen in Kansas City, five in Topeka, five in St. Joseph, and one each in Leavenworth and Iola. Their inaugural was announced by newspaper advertisements.

## How the Printer May Help You Cut the Printer's Bills

Little Changes in the Printing Specifications May Save Money, Without Lessening the Effectiveness of the Finished Work—The Printer Can Readily Point These Out to You

THE booklet has been carefully thought out, the copy prepared, art work and engravings finished. The idea behind the booklet is a good one and it has been developed with the one thought of the part it is to play in the advertising campaign. The copy is sound, forceful and sure to carry conviction. An artist of particular fitness for this subject was engaged. The engraver has done his work well.

The printing specifications are now released, along with a "dummy" and a set of engraver's proofs. When they reach the desk of the estimator in the printing plant—that cold, unemotional human being who knows nothing whatever about advertising, so why should he be consulted in planning the booklet?—what does he find?

The page size had been determined with care to make it cut from a stock size paper, but who was supposed to know that in making the plates to "bleed" no room for grippers on the press had been allowed? As the quantity is not sufficient for a "special making order" to get the paper made the slightly larger size needed, it is now necessary to use the next larger stock size paper, which weighs twenty pounds to the ream more. The quarter of an inch reduction in the trimmed size of the booklet to allow for the "bleed" would not have been noticed in the finished booklet.

Maybe it is a "self-cover" booklet, printed in two or three colors on the outside page and one color on the inside pages. What of the waste involved in running the full-size sheet containing all the pages through the press to print one or

# NOTICE

## Southern Ruralist

*Foremost Farm Paper  
of the South*

**RATE \$1.25 PER LINE FLAT**

Effective with September 1st Issue  
Based on a Net Paid Circulation of

# 300,000

### STATE ANALYSIS AS FOLLOWS:

Georgia . . . . .	65,622
North Carolina . . . . .	38,239
Alabama . . . . .	38,050
Mississippi . . . . .	30,080
South Carolina . . . . .	26,402
Texas . . . . .	24,034
Florida . . . . .	18,955
Louisiana . . . . .	15,469
Arkansas . . . . .	11,527
Virginia . . . . .	10,423
Tennessee . . . . .	10,128
Oklahoma . . . . .	6,044
Kentucky . . . . .	2,343
Miscellaneous . . . . .	2,714

*Leads in Quality, Circulation and Results*

## Southern Ruralist Company

Members A. B. C.

Southern Ruralist Building, Atlanta, Ga.

Chicago Office  
J. C. Billingslea  
Advertising Building

New York Office  
A. H. Billingslea  
1 Madison Avenue

St. Louis Office  
A. D. McKinney  
3rd National Bank Bldg.

# THE NATIONAL STOCKMAN AND FARMER

THE WORLD'S  GREATEST FARM PAPER

## Can You Neglect It?

This paper has over 130,000 subscribers in the richest territory of Ohio, Pennsylvania and West Virginia.

These subscribers are "key farmers," with much larger farms, better equipment, more income, than the average. We can prove this.

They tell us they expect to buy 12,000 tractors, 5,000 motor trucks, 32,000 autos, thousands of gasoline engines, milking machines, cream separators, corn grinders, scales, feed cutters, auto trailers, limestone crushers, incubators, brooders, silos, paints, furnaces, stoves, water systems, lighting plants, pianos, phonographs, etc.

They have the money; they highly esteem this paper, proved by its marvelous record of net circulation income, and they buy from its columns.

Every agency man or advertiser who has used its columns knows it has a remarkable advertising value.

Ask us to prove our statements, and when we have done it put the National Stockman and Farmer on your list.

**The National Stockman & Farmer**  
*The World's Greatest Farm Paper*  
PITTSBURGH, PA.

two additional colors on this one page? Why not take advantage of the necessity of the whole sheet going through the press for the extra color or colors, and brighten up the other pages with spots of color?

If it is a "broadside" mailing folder, figured to cut three out of a stock size paper, what is to happen with the problem of running both sides at the same time, or maybe two sets of both sides? To do this it is necessary to cut the stock twice the size of the folder to run one of each side, or four times the size of the folder to run two of each side, which obviously cannot be done with the stock three times the size of the folder. There are several things that can be done, all more costly than if the size would permit cutting two or four folders out of a sheet. The stock can be cut into one piece double the size of the folder and one piece the same size, and two-thirds of the lot printed both sides at once, the form then taken off the press, made up with each side separate and the balance printed one side at a time. Another way is to print the entire lot each side separately, to get rid of putting the form on the press twice, with two "make-readys" and lifting, as necessary in the first instance. Still another is to run the full-size sheet with three forms on one side at a time and then run another form with three sets of the other side. The nature of the folder, the quantity, etc., would determine which of these methods would add the least to the cost.

On long runs of booklets, to be distributed through dealers, say, where the cost would be vital, sometimes a very small thing can play havoc with the economical handling of the work by the printer. It is printed two, three or four up, to bind in strips as printed. The operation of cutting them apart after binding should serve to trim the upper book at the bottom and the lower one at the top, but if the cover "bleeds" and must therefore have a waste rimmed off, an extra cut is

necessary to make one trim.

Of course, if any one of these things is necessary to carry out the "big idea" behind the booklet or folder—to enable it to accomplish its purpose, not a word is to be said. The result is worth what it costs. Too often this is not the case, and the slight change which would overcome the trouble could be made without in any way impairing the effectiveness of the booklet or folder.

### State Coal Merchants In Advertising Campaign

The Indiana Retail Merchants' Association is taking space in local newspapers urging that consumers do their part in helping to solve the coal production problem by not waiting till the fall and then bunching orders.

"The consumers must so place their orders during the summer and fall months," says the copy, "that the retail coal merchant can give satisfactory service to all—a thing that is absolutely impossible when all order at once.

"We sound the warning again that everyone cannot get coal all at once and those who could put in their coal now and don't, will make conditions just that much worse for themselves and for others by their delay."

The advertisements form a series on "Solving the Coal Question."

### Fruhauf To Advertise Standardization of Clothes

Fruhauf Bros. & Co., clothing manufacturers of New York City, will shortly announce in national and trade publications that they have grouped men under eight general figure classifications. Dealers will be supplied with life-size photographs of men of these various types, dressed in Fruhauf clothes. These photographs are to be placed about in the clothing departments of stores, and when a prospective customer enters it will be easy to tell to which type he belongs. It is figured that in this way improper fitting will be avoided.

### Maxwell's Year's Earnings

The Maxwell Motor Company in the fiscal year ended July 31 earned approximately \$5,800,000, which is equal to \$33 a share on the common stock after dividends on the two classes of preferred. Last year's net earnings were \$5,426,636, although the latter figure is after the deduction of about half a million for depreciation.



# Selling the Red Cross

It Will Buy Enormous Quantities of a Wide Range of Goods—Where to Go to Reach This Market

*Special Washington Correspondence*

**F**OR the average advertiser there would seem to be several separate and distinct kinds of comfort in selling the American Red Cross at this stage. To begin with, it is a new market—new, that is, in the scope of its needs and the magnitude of its purchases. Likewise it is some comfort to sell a customer for whose needs you have no difficulty in obtaining the requisite raw materials and shipments for whom can be counted upon to go through regardless of freight embargoes and all else. Finally, there is advertising prestige attached to the use of any manufactured article by the Red Cross in its present conspicuous rôle.

Best of all, from the standpoint of the practical advertiser, there has lately been a shake-up within the Red Cross that has the effect of affording the manufacturer with something to sell a definite point of attack. The former purchasing department of the Red Cross has been succeeded by the Red Cross Supply Service, organized to meet the enlarged responsibilities of buying for an army of millions of men and presided over in the capacity of director by Frank B. Gifford, who was head of the purchasing department of Armour & Co. until he volunteered for his present work at Washington.

In the days before the war many a manufacturer looked longingly now and then in the direction of the American Red Cross as an outlet for his goods. It was patent that the organization in its work of relief in connection with the devastation wrought by fires, earthquakes, floods, hurricanes, etc., had use for supplies in considerable variety, and the uninitiated manufacturer had visions of bulging storehouses and supply depots in which his products should have

place if only the officials in charge could be sold on the proposition. Investigation of the Red Cross market almost invariably brought disappointment. There was a purchasing department, but it concerned itself largely with such items as office supplies which were purchased on Government specifications from Government contractors and with small lots of tents, cots, blankets or what not that were obtained through War Department channels.

Strictly speaking, the Red Cross had no adequate warehousing system, and there was little attempt at standardization in the case of the heavy purchases—that is, in the buying necessary to succor the victims of a great catastrophe. In such an emergency, say in the case of the San Francisco fire, the field workers of the Red Cross were compelled virtually to go into the open market and accept what was offered.

## PART OF BUYING DECENTRALIZED

The new Red Cross Supply Service, which got into action late in July, is sometimes referred to as the Transportation and Supply Service. With the Red Cross possessed of \$100,000,000 in pocket as an initial war fund, it will readily be appreciated that this is a customer worth winning. As for the practical formula for selling the Red Cross that will henceforth be dependent in some degree upon the article that it is desired to sell.

Given a wheeled chair of new design or any other novelty in hospital appliances that has just made its appearance on the market, the cue for the manufacturer is to "sell Washington" on his proposition—that is, sell Director Gifford or his aids. In the case of standard merchandise, however, where no such introduction is required, Red Cross buy-



# A Big Crop In Minnesota!

Wheat—good!

Corn—the best crop and the biggest acreage we have ever had!

Oats, rye, barley—excellent!

Hay—in half the state, a bumper crop; in the other half, fair (and it is worth \$14.00 to \$18.00 a ton)!

Potatoes—never better (and Minnesota is one of the big potato growing states of America)!

Berries, garden vegetables, cabbage, turnips and rutabagas—all of high yield and good quality!

This is the crop situation in Minnesota to-day. The harvest has already begun.

The greatest prosperity of history is assured the farmers of Minnesota and the adjacent districts this fall, and the opportunity for the sale of merchandise in The Farmer's territory will be better than at any preceding time.

## THE FARMER

*A Journal of Agriculture*

**WEBB PUBLISHING COMPANY**

**PUBLISHERS**

**ST. PAUL, MINNESOTA**

*Eastern Representatives*  
Wallace C. Richardson, Inc.  
381 Fourth Avenue  
New York City



*Western Representatives*  
George W. Herbert, Inc.  
1341 Conway Building  
Chicago, Illinois

*Members Audit Bureau of Circulations*

## Fifty-eight per clock-tick

Every time the clock ticks, fifty-eight Fatimas are lighted somewhere in the United States. No other high-grade cigarette has so many unchanging, unswerving friends.

This shows that men *do* appreciate cigarette-comfort.

For Fatimas are comfortable. Not only comfortable *while* you smoke, but more than that, comfortable *after* you smoke—even though you may smoke the whole day through.

Get Fatimas and learn what cigarette-comfort means.

*Leggett & Myers Tobacco Co.*

# FATIMA

20 for  
15¢



*A  
Sensible  
Cigarette*

ing power is likely to be distributed henceforth among divisional or branch offices. The Washington headquarters, in intimate touch with the War Council, will naturally formulate policies and will assign tasks when it is necessary to meet, for instance, emergency requirements for abroad, but much of the routine purchasing will be parceled out.

As a matter of fact, "decentralization," so called, is a thoroughly live issue in the Red Cross just now and betokens that readjustment that renders it advisable for advertisers in general to seek a new perspective with reference to this market. Expressive of the ambition in this direction, Harvey D. Gibson, president of the Liberty National Bank of New York, who has lately assumed the post of general manager of the Red Cross, recently said: "We are going to decentralize the whole business of the Red Cross. We are going to delegate the authority which has been exercised by National Headquarters to the divisions. We want to cut down Washington headquarters to actual administration."

"There has been a great deal of question on the part of prominent men throughout the United States as to what sort of supervision is going to be exercised over the large amount of money raised by the War Council. It is to place the responsibility for this very thing upon each community, to safeguard this money and see that it is used only for the best interests of the Red Cross at large, that this important work and responsibility is to be decentralized from headquarters into newly created divisional organizations."

This glimpse of the framework of the remade Red Cross will explain how it comes about that the new Supply Service will consist of a central bureau at Washington and thirteen subsidiary divisional bureaus scattered over the country. However, with all the talk of decentralization, a close study of the purchasing out-

## --advertisement composition

TO be original in copy is the one part of an advertisement. Getting selling power into type and engravings without the loss of dignity to the advertiser is a big job.

Gilbert P. Farrar author of "The Typography of Advertisements that Pay" has charge of our Service Department. Mr. Farrar is considered an expert on this subject and we believe that you'll find that he can help you get real sales producing advertisement display.

When you have some important message in print try our typographical display service.

## ARROW PRESS INC.

### "Salesmanship in Print"

Advertisement Composition  
Direct Advertising Literature  
Booklets Catalogs  
House Organs

318 West 39th Street  
NEW YORK CITY

Tels. Greeley, 329, 330, 331

Draining the farm with mechanical power  
is the quickest, easiest and cheapest way.



## Send For These Issues

If you want to post yourself quickly on the status of the power farmer read the issues of *Power Farming* devoted to the

## National Tractor Demonstration

at Fremont, Neb., Aug. 6-10.

The August and September issues show who's who in the tractor, tractor plow and accessory field; tell the story of the demonstration, before and after; picture the crowds and the interest—cover the subject completely.

Besides, there's a symposium of statements from the best thinkers in the industry, as to the future of power farming and the war's influence upon it.

No advertiser, editor or advertising agent can afford to miss this. Both issues for the asking.

**Not The Largest Farm Market  
—But The Richest**

## POWER FARMING St. Joseph, Michigan

NEW YORK CHICAGO

Bernhill & Henning J. A. Buchanan  
23 E. 26th St. Marquette Bldg.  
Mad. Sq. 5064 Randolph 5527

Member A. B. C.

## POWER FARMING

A MAGAZINE  
PUBLISHED BY  
MECHANICAL POWER

look in the Red Cross field leads to a suspicion that, after all, a large share of the buying must be negotiated at the fountain head. The very character of the purchases to be made and the announced intention to adhere to standard specifications will render this necessary.

To particularize, it may be explained that a large share of the war purchasing of the Red Cross will consist of raw materials and supplies of one kind or another necessary for the production of the surgical dressings and hospital garments that are being made by the members of the two thousand Red Cross chapters that are co-operating in this work. In order to gain the most favorable prices all such purchases will be made in bulk at the central bureau, but deliveries will be specified to the divisional bureaus through which the raw materials will be distributed to the chapters as needed.

## CAN STANDARDS BE MAINTAINED IN VARIOUS DISTRICTS?

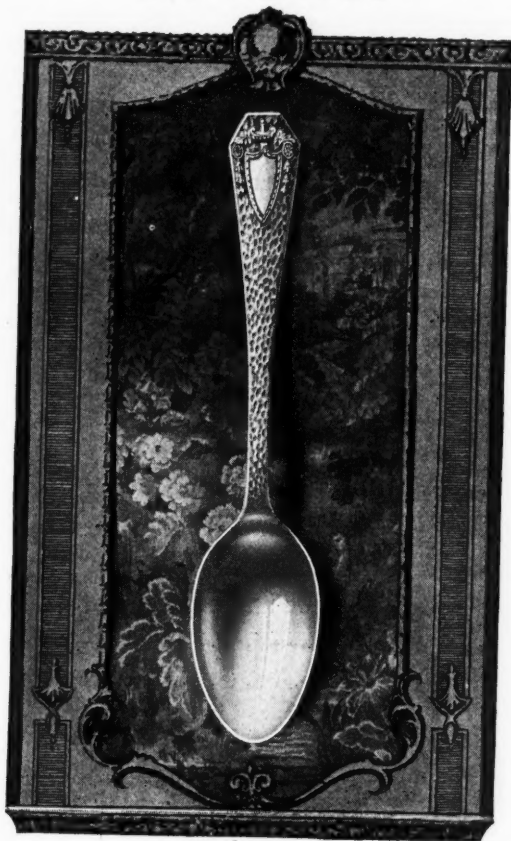
To secure uniformity in the purchases of the Red Cross by means of standard specifications, etc., is the function of the new Department of Standards, at the head of which is Frederick P. Small, assistant to the president of the American Express Company, an executive who finds one of his chief assets for his present responsibility in his ability to sense whether or not any given proposition may be handled effectively by a large number of offices scattered throughout the United States. The Standards Department has been referred to as the commercial engineering division of the Red Cross and will carry its policy of standardization down to such details as the needles to be used by the hundreds of thousands of women throughout the country who are to-day knitting for the Red Cross, or soon will be.

Director Gifford tells *PRINTERS' INK* that it is his expectation that great supply depots for the warehousing of supplies will be main-

1847—*Seventy Year Plate*—1917

# 1847 ROGERS BROS.

## SILVERWARE



IN the Heraldic Pattern is blended the beauty of the early hand-hammered ware with that durability essential to good value. To be had also in hollow ware such as Tea Sets, etc.

Unqualifiedly guaranteed. Sold by leading dealers.

*Tea Spoons, \$6 a dozen. Other pieces in proportion*

**INTERNATIONAL SILVER COMPANY, Meriden, Conn.**

## An Extract from A Letter

"—and I should like to know what you have to offer in the way of that personal service which is talked about but seldom given except by the man who writes the copy."

That service which the writer of the above letter speaks of as "seldom given," is precisely the kind this institution *always* gives to every account—the whole attention of the institution heads to every feature of analysis, plan and production. And we have immediate capacity for a few more accounts.

THE ALBERT P. HILL CO., INC.  
*ADVERTISING*  
PITTSBURGH

## PRINTERS' INK

trained at New York, San Francisco and Chicago and perhaps at other strategic points throughout the country. In this he will be in a measure following the programme of that Red Cross Supply Division and Service which in the days prior to the recent reorganization was part of the Department of Military Relief in the Red Cross organization and maintained in Boston, Denver, Chicago, New Orleans, New York and San Francisco warehouses for the collection and storage of supplies—not only raw materials, but likewise knitted socks, comfort-kits and all the hand-made products that serve as hospital and medical equipment to supplement that of the Army Medical Department.

### MOTOR-TRUCKS TO TOOTHBRUSHES

Few business men who have not been behind the scenes grasp the extent of the Red Cross shopping list for this war. It will surprise no one that the list of "immediate needs" for France includes 1,150 motor ambulances and 100 trucks, tons of cod liver oil and 5,000 pairs of surgical India rubber gloves, but it is interesting to observe that this same list includes such items as 400,000 pairs of woolen socks, 10,000 sanitary slop pails and 20,000 flannel waistcoats. There will be purchases, vast in the aggregate, also, of small articles not included in army regulations—all sorts of items, from toothbrushes to pipes and writing paper, needed to contribute to the personal comfort of the fighting men.

Is it possible to sell the Red Cross by mail? Of course it is, but the advertiser who chooses this route must bear in mind that the incoming mail at headquarters at Washington has jumped from a normal average, before the war, of 100 letters per day to 15,000, the actual count on a recent date, and that this swelling of the tide is difficult to cope with, even though the paid employees at headquarters increased from seventy on January 1st to 738 on July 1st.



# SPEED

Unusual speed with high quality unimpaired—our reliable service keeps our customers satisfied. Just one example:—

Two o'clock Thursday the form for a sixty inch newspaper ad came into our shops. The next day six hundred stereotypes and mats were in the mail.

And we are prepared to serve you equally well.

Michigan Electrotype & Stereotype Co.  
Detroit - - - - Michigan

## Wanted—

A man who can conceive the layout and copy for advertisements of an unusually high type.

Education, taste, ambition and common sense are necessary. An excellent opportunity in a prominent advertising agency awaits the right man. Confidential communications will be received through "W. A." Box 329, care Printers' Ink.

# "Full Speed Ahead" a Wise Advertising Policy in War Time

Big National Advertisers Are Increasing Their Campaigns Even With Factories Oversold, Believing That Money Spent Now Will Save Heavier Expenditures After the War

By L. B. Dudley

Advertising Manager, Federal Motor Truck Co.

THE subject of war-time policies for national advertisers is obviously too big a matter for one man to settle. It is so important that every hour of every day all over the country firms are holding conferences, agencies are searching for facts, newspapers and magazines are striving for intelligent analysis—all to get a correct solution of this matter to fit their individual cases.

It seems to me that the best way to consider the topic as it concerns each of us is to find out what others are doing, or going to do, to keep their product before the public for the duration of the war and afterwards.

Let us not deceive ourselves. Business is *not* as usual. It is rather most unusual. That is why we must weigh well each step in marketing our products at the present time. When there is an abundance of orders and money is easy, many believe it is a good time to "save" on advertising. But is it?

To get as comprehensive a discussion as possible—and to bring together the result of many of the conferences on "Advertising During War Time," I have communicated with the executives of some of the largest advertisers in the country. Instead of giving you just my own ideas, therefore, I am going to quote from these men.

Let us first consider what is being done by advertisers in other countries. The *Scientific American* says: "We in America pride ourselves on our wide-awake business methods, but there is much we can learn from the old countries abroad. An example

of this can be found in the British automobile manufacturers. When business is booming our manufacturers put out a lot of hysterical publicity—but the minute sales begin to fall off they 'economize' by cutting down their advertising. The British manufacturer, on the other hand, wisely appreciates that advertising is the foundation of his business, and he keeps it going steadily in hard times as well as good. It is many months since a pleasure car has been built in England, as all of the plants are occupied on war work; likewise no truck company there has built for commercial purposes—yet there is no let-up in their advertising. They are holding their clientele by keeping their names constantly before the public, and when the war is over they will be in a position to take up their business again where they left off, without a new campaign of publicity to remind the public of their existence and re-establish their names."

## EXAMPLE SET BY ENGLISH AUTO MANUFACTURERS

This is not supposition—for there are the examples of the English advertisements in English and Colonial papers to substantiate this fact.

You see the trend of the English opinion on war advertising in the motorcar ads of companies like Daimler, Belsize, Napier, Vauxhall, Austin, Sunbeam, Wolseley, Alldays and others. Only one of these companies offers deliveries before the end of the war, and these are in limited quantities, subject to the Ministry of Munitions' sanction. The majority of them say in the copy or head-

Address delivered before the Adcraft Club of Detroit.



# PRINTING SERVICE

**Y**OUR ADVERTISING MATTER—  
Catalog, Booklet, etc.—if thoughtfully edited;  
copy, arranged typographically with style and  
balance; paper, proper quality, weight and color;  
printing, sharp, clean and in register; binding,  
carefully folded and trimmed—then you should  
have a finished product that will prove effective.

WE are in the field to render this kind of  
SERVICE and to give work of QUALITY to  
those desirous of utilizing our half-million dollar  
printing plant of the latest and most modern  
machinery and an organization of Master Printers.

Treat us to a visit. We will gladly show you  
around the whole plant—at the same time you  
can look our staff over. It's the best method to  
judge, practically, the merits of our proposition.

## Charles Francis Press

*Printing Crafts Building, New York City*

Eighth Avenue

Phone 3210 Greeley

33rd to 34th Sts.

Swift and rapid have  
been changes in advertis-  
ing thought within a decade.  
The good printer grows in  
thought as well as in facilities.

SATURDAY NIGHT PRESS, *Inc.*  
DETROIT, U·S·A

## Advertising Salesmen Wanted

Publishers of the leading journals in the Automobile Industry desire to add to their soliciting force. Men selected will be appointed District Managers in their respective territories.

Satisfactory salary and expenses will be paid and positions offer an excellent future to successful salesmen.

This announcement should prove interesting to trade paper representatives now successfully operating in the automobile field although we would be glad to receive applications from men now making good in other industries.

All letters will be held strictly confidential so please give details regarding yourself—History, amount of business now handling, your salary—and tell us why you feel you would be a valuable man to our organization.

Address "AUTOMOBILE TRADE PAPER PUBLISHERS"  
Box 328 care of PRINTERS' INK

line—"The After War Car," "Prepare for Peace," "Book your order now for quick rotation delivery after the war," "Write for waiting-list particulars," "Post War Excellence," etc. Are American advertisers going to be any less ambitious and progressive than their English brothers? No; unless we want England to get the big start on us after hostilities end.

We disagree with the *Scientific American* that all automobile companies consider it economy to cut their advertising. I have evidence in the form of letters from manufacturers and tire companies to prove otherwise, and we see indications that they are optimistic by the ads in magazines and newspapers.

P. G. A. Smith, partner in the Dorland Advertising Agency, of London, says:

"When England entered the war the English firms were nervous and apprehensive, just as many in America are to-day. The far-seeing companies soon took the optimistic attitude and started advertising—and as far as general business in England is concerned their policy has already proved correct.

"Selfridge's Department Store, in London, has just concluded its largest year's business. Drapers were timid at first, then advertised extensively and have been busy and paid bigger dividends than ever before.

"Businesses in England which seemed to apprehend the most trouble, singularly enough, have been the first to profit from war-time conditions, particularly jewelers, dealers in musical instruments, gramophones and luxury trades generally."

We are passing through the same conditions that England did, and we all hope that our firms will come through the crucial period as well as they. Of course, the war is not over—just begun for us—and we must plan both for present and future in our publicity.

Speaking of musical-instrument advertising, let us see what the



## Don't Back Every Horse in the Race—Concentrate on "PUNCH"

Diffused advertising means overlapping, means money wasted in appealing to sections of the British public lacking the means to buy your goods or the taste to appreciate them.

Why not make an appeal of concentrated power to the *right* people through the only paper which all the right people read—"PUNCH"?

The wise advertiser never loses sight of the fact that in their choice of ordinary journals the more prosperous of the public separate themselves in watertight compartments, nor of the fact that these arbitrary divisions have no existence for "PUNCH."

My advice in these advertisements is backed by over forty years' experience. I firmly believe that given such a medium as "PUNCH"—world-wide in its influence with the well-to-do—concentration upon that medium, continuity in its use, and the employment therein of dominant spaces would abundantly profit every advertiser of high-class goods or service.

ROY V. SOMERVILLE

Advertisement Manager, "Punch"

10 Bouverie Street  
London, E. C. 4., England

**P**LEASE an actor with a collar, cigar, trunk, make-up remover, underwear, shoes or whatnot, and he will demand that particular brand wherever he goes—which is everywhere.

You can induce him to try your brand or make through the medium of an ad in

## The Billboard

and he will be favorably predisposed toward it when he tries it, because it was advertised in *his* paper. Actors are like that.

**Weekly 25 cents a line**

*Member A. B. C.*

**Circulation 40,000 Copies**

**The Billboard Publishing Co.**

Broadway and 42d St., New York

**Do you know of any paper carrying the big volume of classified advertising that is not a good paper and well thought of at home?**

In the first six months of 1917 The Dayton News carried 69,393 more classified ads than the other Dayton evening paper, and 55,213 more than the Dayton morning paper. The News' gain in classified for this period was 8,393 separate ads. The other evening paper lost 3,925; the morning paper lost 1,397.

During this time The Springfield News showed a gain of 4,629 ads against the other paper's gain of 192.

All Dayton and Springfield papers belong to A. B. C.

**News League of Ohio**

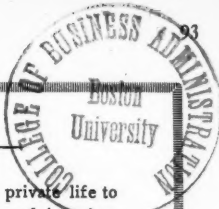
DAYTON, OHIO

N. Y.—I. A. Klein, Metropolitan Tower.  
Chicago—John Glass, Peoples Gas Bldg.

plans are of one of our own firms. S. Roland Hall, advertising manager of the Victor Talking Machine Company, says: "So far as I know, we shall not cut down our advertising plans because of the fact that the United States is at war with Germany. We are going ahead as usual." Then there are Kodaks—about in the same class as merchandise. "Our advertising and sales departments were about the only ones that did not undertake a policy of economy at the beginning of the war in 1914," says L. B. Jones, advertising manager of the Eastman Kodak Company, "but we were told to go ahead with a little more than the usual amount of vigor. Business has been good since early in 1915," he continues, "but, like all manufacturers, we have had some difficulties in obtaining raw materials, and at times have been badly behind our orders for certain goods. Nevertheless, we have increased our advertising steadily, as we want to stand strong with both the trade and the public when this war is over."

C. S. Bigsby, manager of sales for the Frantz Premier Company, manufacturing vacuum cleaners, reports that: "Our company has continued its national advertising and intends doing so just as strong, if not more so, this fall. Our sales have been affected somewhat by the campaign for Liberty Bonds and Red Cross funds, but from reports from branch managers all over the country, the public is getting straightened around and is again buying." He continues: "We have a very close tab on the business conditions,\* for the reason that we have between six and seven hundred salesmen, with branches in every city in the United States, and we sell to the consumer direct as well as through dealers and jobbers. We have set aside our appropriation for the balance of this year and expect to keep up our advertising and work a little harder, so as to offset any falling off of business in regular lines."

"The Burroughs Adding Machine Company," says Mark Kel-



## That Man in Khaki—

Early in September he will be called from private life to take his place in the ranks of the New Army of America. It will be all new to him—a new world—new ambitions—new interests—new friends. And he'll be proud of his work—he will eagerly seek for some publication that will deal exclusively with the Army Life of which he is a part. Such a magazine will be



Twice every month, he will welcome his copy of this Magazine, rich with pictures, brim full of stories and articles on those things that will lie close to his heart. It will be a Magazine that he will WANT—not only for himself, but to send to the "folks back home."

### **FIFTY-FIFTY FACTS AND FICTION**

"American Khakiland" will have just enough News to make it worth preserving for the days of retrospection, when his children will read with pride of the time when their father fought it out for World Democracy—a Magazine with lots of good, snappy stuff, that will make its strongest appeal to the great Right-now.


"American Khakiland" has adopted the popular flat-size of  $8\frac{1}{4}$  inches by  $11\frac{1}{4}$  inches, allowing advertisers all the advantages of a 7 x 10 inch display page. The Advertising Rates are \$65.00 a page, \$35.00 a half page, \$20.00 a quarter page, 25c a line. Rates on covers in color on request.

"American Khakiland" will be published from Tacoma, Washington, the nearest city to the Largest Cantonment of the New American Army, where FIFTY THOUSAND SOLDIERS will spend more than \$1,500,000 every month for LUXURIES. The first issue will appear immediately after mobilization.

**AMERICAN KHAKILAND**  
**NORMAN E. BECK, Business Manager**  
**Seattle, U. S. A.**

---

**"Our patronage of  
the Meinzinger  
Studios is based  
directly upon the  
merit of the service  
we are getting from  
your organization."**

  
*J. Hercau*  
Advertising Manager  
• The Studebaker Corporation  
of America

The confidence with which nationally known advertising men use Meinzinger illustrations is evidence of the unusually effective service at your disposal in working out your own campaigns.

**MEINZINGER STUDIOS**

*Complete Art Service*  
DETROIT

---

**Meinzinger**  
S T U D I O S  
*Kresge Bldg. Detroit*

logg, advertising manager, "intends not only to continue its advertising programme, but to continue enlarging upon its activities and expenditures in advertising as it has done in the past. We consider this good business, notwithstanding we are enjoying greater sales for our products than ever before."

Several automobile companies reported that they were not going to cut their advertising—two were to continue their schedule without change. One very large concern says: "We are planning on spending considerably more money this year than we have ever spent before." One automobile president and general manager says: "If we expect to keep up a good volume of business—that means keeping up an aggressive selling and advertising campaign." Another says: "After thorough discussion of the subject, we have concluded there is no reason for not continuing our advertising."

H. R. Keeling, advertising manager of the Haynes Automobile Company, says: "I believe that if the manufacturer allows the consumer to get the impression that he has lost faith in the prosperity of the nation, the result will be a falling off of business. It is my belief as well," he continues, "that the company which advertises conservatively but consistently through this emergency, when the war is over will have a great advantage over those which discontinue their advertising."

One company allied with the steel industry and automobile business says, through its publicity manager: "Our advertising is not done for the present, but for the future, and therefore must be a consistent and sustained effort. It is very easy to lose ground in advertising and very hard to gain it once it is lost."

The rubber companies, like the motor-truck companies, are having troubles in production to keep up with the demand. Colonel Colt, of the U. S. Rubber Company, said at the St. Louis advertising convention: "I can't too strongly urge the great desirabil-

ity at this time of business men keeping their heads clear and their hands busy. Let business go on as usual, and more than ever advertise to-day." Another rubber company official says: "The longer the war lasts the bigger demand there is for our product, and the more we expect to advertise."

The manufacturers of Weed Chains say, through Jay O. Lasher, their advertising manager: "We have decided to increase our appropriation appreciably for advertising the balance of the year."

Ben G. Koether, manager of the Motor Sales Division of the Hyatt Roller Bearing Company, says: "We feel that there is just as great need for keeping the virtues of your product before the man with money in his pocket as there is for keeping it before the man with the money in his hand. Because ultimately the money is going to leave his pocket, and when it does we want his eyes to be turned our way."

Webster H. Taylor, advertising manager, voices the opinion of his company—another big manufacturer of automobile parts—when he says: "It is our idea that 'war time,' as you put it, and as is exemplified by present conditions, has little or no effect on advertising. If it has any effect, it should be that of increasing advertising rather than decreasing it. To back up our opinion in a practical way, we have, since the United States entered the war, added a new house-organ and increased our expenditure for national advertising. This was not in any way on account of the war. It was just following out a logical plan of advertising in connection with the usual run of our business, and we saw no reason why present conditions should interfere with these plans."

It remains for R. C. Sykes, sales manager of the Troy Trailer Company, to sum up the conclusions of all these men who have given no little study to the present and future advertising situation.

"We could discontinue all our

## Hon. Hugh M. Dorsey

Governor of Georgia

Recently sent his first message to the Legislature. There was state-wide interest in what he said, for the campaign in which he was successful was HOT.

One of the Atlanta papers published two columns of the message; another one published a column and a half of it, while

## The Atlanta Journal

published the message in full—11 columns—the day it was delivered.

The Journal did not support Mr. Dorsey for Governor, but The Journal is the newspaper upon which ALL THE PEOPLE rely for adequate news, and The Journal has the habit of running ahead of its readers' expectations.

## WANTED

By a Leading  
Morning Newspaper

in a city of 400,000 population, a live wire who can direct, plan, write and solicit advertising. Only those with executive ability need apply. State salary desired and present or past employment. All communications treated confidentially.

Address "D. P."  
Box 327  
Care Printers' Ink

advertising," says Mr. Sykes, "and sell all of our product that we can build this year. This same condition would hold good through a part at least of 1918. For these reasons we have had to regard our advertising on a somewhat different basis than we would in normal times. It is not for the purpose of selling goods now that we advertise, but the insurance and protection in a future which is sure to come.

"In other words, we are going to continue our advertising regardless of Government business or the strong commercial demand, because we are convinced that for every \$5,000 we spend now, our competitor will have to spend \$25,000 later to get within hailing distance of us."

There are some examples of firms in the iron and steel trade increasing their advertising though their product is sold out for months in advance. The Morgan Engineering Company, of Alliance, Ohio, has recently refused many tempting orders. Deliveries quoted have been from eight months to one year and a half. Their customers are found all over the world. This concern, in spite of these attractive conditions from a selling standpoint, has just doubled its advertising in one of the best trade papers. It has done this with the idea of being prepared for any change that might come at the end of the present war. There is every reason to believe that the company's large facilities will be kept busy in the post-bellum period, but the conclusion was reached that this is the time to prepare the minds of executives throughout the world to consider its products.

The National Screw & Tack Company, of Cleveland, Ohio, though nearly a quarter century old, has done almost no advertising. It has just given an order for thirty-nine pages in one trade paper to build prestige and hold present customers.

Perhaps the most notable of the advertising being done by companies which are unable to take orders is that of the powder com-



panies. They cannot deliver, probably, until after the end of the war, yet they are advertising now to develop an outlet for their increased manufacturing facilities after the war is over. The Aetna is using considerable space to stimulate the use of powder, while the du Pont people are advertising to develop the sale of a material which will be made from the same ingredients that go into powder, but which will be used for products entirely different.

E. Findley, Central Western manager of *Iron Age*, in discussing the advertising situation as related to the metal-working industries, says: "It is more and more apparent that business men are taking a long look ahead and are thinking about something a great deal deeper than the getting of immediate orders. In most lines throughout the metal-working world anyone can get orders now, but not everyone can create that degree of confidence and that regard for reputation which are accomplished with the least

effort by the use of properly directed advertising."

The determination of the big advertisers to continue to advertise leads us to believe the only wise thing to do to keep the public's good will is to keep our products everlastingly before them. The patent-medicine men know this, for they learned from experience, when in their heyday, that if their advertisements stopped for one month it took three months of strenuous publicity to win back their sales.

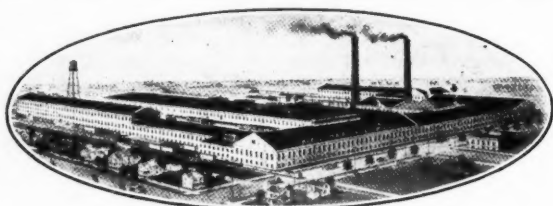
Visualize, if you can, the day that the newspapers will announce the end of German resistance—what a scurrying there will be for old trade and for more new trade—and the companies which will be the most exercised will be those that "saved" money when they "did not think it necessary to advertise."

On the other hand, the most solidly entrenched firms in the world's trade will be those that have asked for it all along—who have built on the solid rock of good publicity.



Perhaps you have noticed  
that the accounts of this  
organization do not "change  
hands" very frequently.

Power, Alexander & Jenkins  
General Advertising  
Detroit



If you are interested in a tried and tested  
**OFFSET PAPER** that possesses all the qualities  
necessary in a perfect **PAPER** of this character  
for folders, art work, letterheads, etc.

Send for samples of work done on

*King Dependable Offset Paper*

**KING PAPER COMPANY**  
LAKE ST. KALAMAZOO, MICH.



**TWO** complete engraving  
plants-fully equipped for  
intelligent service and the  
finest production of color  
plates, half-tones & line-cuts.

**THE BECK ENGRAVING COMPANY**  
PHILADELPHIA NEW YORK

## When a Man Is on the Shady Side of Forty

NEW YORK, August 10, 1917.

Editor PRINTERS' INK:

In your August 9 issue, "Forty-Four" brings up a question which will probably call out most of the Old Guard to support the colors, and wanting to do my little bit, I make haste to get over the top before the 45's open up and the shrapnel makes it too hot for good going.

"Forty-Four" needn't be ashamed of his weather marks. They are really quite a mark of distinction for an advertising man. Almost rare enough to be precious. Soon all of us veterans will be forced to form a club or something and then we can charge a pretty fancy price for admission and spend our time working out campaigns for old-age pensions.

While it is true that the young laddy-bucks are all around us thinking out great thoughts and wearing out ever so many lead pencils, there is no immediate cause for alarm. They would do it anyhow, if not in the advertising business then in the dry-goods business or sporting goods business. Or they might get in the doctor business, which would be a far greater calamity. It's all the same to young Lochinvar whether he is writing copy or love letters, soliciting half pages for the *Mother's Pictorial* or the Knights of Labor picnic programme. One thing is just the same as another so long as his trousers are properly creased and his necktie the latest.

Hasn't "Forty-Four" noticed that even in the valorous task of saving the country 21-31 gets the preference? The grizzled veterans of the Staff took particular pains to see to that. And there's a reason. Any youngster of '25 or 30 would just as soon fight as write and a little rather. It is the glory of youth and pep that it is always ready at the drop of the hat to jump in anywhere and never count the consequence.

Then there's the other side to it—the economic side. Hasn't "Forty-Four" ever read those thrilling quarter pages in PRINTERS' INK whereby a young college graduate with one year's experience in a leading advertising agency offers his services as assistant to the sales manager, or any position where brains, cleverness and a special aptitude for advertising would have a chance for expansion, salary no object?

That's the idea—salary no object. Let us keep out of mischief and get an office chair somewhere so as it sounds important—and what is more important than Advertising? An advertising agency can secure an office full of nice, hearty, healthy young college graduates for the cost of one well-trained veteran, and whenever they show signs of rebellion at the small stipend, the boss can take them out to the club one by one and feed them up on enough vanity to keep them going for six months or longer.

Cheer up, "Forty-Four." It isn't the admissions that count so much as the

## THE MERIDEN MORNING RECORD MERIDEN, CONN.

Has been audited by the  
AUDIT BUREAU OF  
CIRCULATIONS.

The other local paper has  
not.

—That THE RECORD'S  
City Circulation Alone is  
much greater than the total  
circulation of the smaller,  
three-cent evening paper, can  
undoubtedly be proved by  
A. B. C. audits of both.

In the eastern field THE RECORD  
handles all its national advertising  
through THE HOME OFFICE; in the  
WESTERN FIELD through GILMAN  
& NICHOL, special representatives,  
Tribune building, Chicago.

# "Salvaging An Advertising Wreck"

Printers' Ink, July 26

"Meanwhile we worked on advertising copy and sales plans. We prepared three different styles of advertisements, each with a distinctly different appeal, and tried them out in the newspapers.

"And, strangely enough—or, perhaps, you will say naturally enough we found the appeal we had thought the strongest was only of passing importance."

## Trial Campaigns in New England Local Dailies

will prove to you whether your appeal is right, whether your sales plan is correct and whether your proposition is sound enough to go before the country. The less advertising wrecks the better it will be all around.

We suggest New England for these trial campaigns!  
 because of ratio of population per square mile  
 because of the wealth of its people  
 because of their susceptibility to advertising  
 because of the willingness of the dealer to take hold  
 because of the excellence of the local newspapers  
 because all of these things make an ideal condition

### NEW HAVEN, CT., REGISTER

Daily Circulation 19,414  
Population 150,000, with suburbs 175,000

### NEW LONDON, CT., DAY (Evening)

Daily Circulation over 9,500—2c copy  
Population 25,000, with suburbs 60,000

### MERIDEN, CT., JOURNAL

Daily Circulation 5,386  
Population 37,265, with suburbs 50,000

### WATERBURY, CT., REPUBLICAN

Daily Circulation 9,534  
Population 73,144, with suburbs 100,000

### AUGUSTA, ME., JOURNAL

Daily Circulation 10,068 net paid  
Population 13,211, with suburbs 75,000

### PORTLAND, ME., EXPRESS

Daily Circulation 22,462  
Population 58,571, with suburbs 75,000

### BURLINGTON, VT., FREE PRESS

Daily Circulation 10,184 net A. B. C.  
Population 22,000, with suburbs 40,000

### MANCHESTER, N. H. UNION and LEADER

Daily Circulation 25,000  
Population 75,063, with suburbs 150,000

### FITCHBURG, MASS., SENTINEL

Daily Circulation 5,192  
Population 39,656, with suburbs 150,000

### LYNN, MASS., ITEM

Daily Circulation 13,227  
Population 89,336, with suburbs 100,000

### NEW BEDFORD, MASS. Standard and Mercury

Daily Circulation 20,949 net paid  
Population 109,000, with suburbs 120,000

### SALEM, MASS., NEWS

Daily Circulation 18,732 net paid  
Population 43,697, with suburbs 150,000

### SPRINGFIELD, MASS., UNION

Daily Circulation 33,104  
Population 100,000, with suburbs 250,000

### TAUNTON, MASS. DAILY GAZETTE

Daily Circulation 5,721 net paid A. B. C.  
Population 38,000, with suburbs 53,000

### BRIDGEPORT, CT. POST and TELEGRAM

Daily Circulation 32,219.  
Population 150,000, with suburbs 220,000

EACH OF THE NEWSPAPERS here named is a power in its home community.

survivals. There are only 167 advertising agencies in Greater New York. What's the matter with all of us cast-les getting together and starting another? "Nobody on our staff under fifty years of age." Wouldn't that be a slogan, though?

Yours truly,  
FORTY-EIGHT.

### Reorganization of the Louisville "Courier-Journal"

A reorganization of the Louisville *Courier-Journal*, Louisville, Ky., has resulted in the appointment of an executive committee consisting of W. B. Haldeman, Bruce Haldeman and Bennett H. Young, which will have general control of both the *Courier-Journal* and the Louisville *Times*. Bruce Haldeman continues as president of both papers, Arthur B. Krock is the new general editorial manager, and Robert E. Hughes is the new general business manager.

### Kobler to Join Hearst Publications

A. J. Kobler, who for the last seven years has been on the advertising staff of the New York *Globe*, will become associated with the Hearst publications early in the fall. He will devote the most of his time to the *American Weekly*, a section of the Hearst Sunday newspapers. Mr. Kobler will be succeeded on the *Globe* by John W. Hunter, the assistant publisher.

### Cholmeley-Jones to Plattsburg

Nigel Cholmeley-Jones, of *McClure's Magazine* and former president of the Representatives Club of New York, has received an appointment to the second officers' training camp to be held at Plattsburg, N. Y.

### Technical Paper Shortens Name

The name of the *Electrical Review* and *Western Electrician*, published in Chicago by the International Trade Press, Inc., has been shortened to the *Electrical Review*.

### Second Liberty Loan the Official Name

Secretary McAdoo of the Treasury Department at Washington has announced that the next issue of war bonds will be known as the Second Liberty Loan.

### Agency Merged With Wales Company

C. L. Bonta has merged his advertising agency in New York with that of the Wales Advertising Company of the same city.

Most of the things we make in

## Portland Maine

and its immediate suburbs

Paper	Hats and Caps
Furniture	Agricultural Implements
Silk	Carriages
Canned Goods	Drain Pipes
Ginghams	Paving Brick
Extracts	Dry Goods
Boxes	Groceries
Breadstuffs	Hardware
Screens	Marine Hardware
Leather	Lumber
Clothing	Crockery
Boots and Shoes	Toys
Matches	Druggists' Supplies
Confectionery	Lithographing
Machinery	Paints and Oils
Book Binding	Stoves
Furnaces	Foundries
Granite	Marble and Slate Works
Millinery	Iron Works
Roofing	Metal Gutters
	Ornamental Glass, Etc.

Largest Retail Stores east of Boston.  
No better Wholesale Market.  
More than One Hundred Wholesale and  
Jobbing firms in Portland and suburbs.

## The Evening Express

Largest Maine Circulation!

The Julius Mathews Special Agency  
Boston—New York—Chicago

## Bridgeport Connecticut

Not a city that reminds you of cut flowers that perish overnight, but a city where industries are like the oaks whose roots reach into mother earth and gather sustenance to keep them through the years.

## Post and Telegram

is the guardian of this great field.

Largest Connecticut Circulation!

The Julius Mathews Special Agency  
Boston—New York—Chicago

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1720 Lytton Building, 14 E. Jackson Blvd., J. C. ASPLEY, Manager.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Detroit Office: 719 Free Press Bldg., KIRK TAYLOR, Manager. Telephone Cherry 3262.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 43.

London Office: 16 Regent Street, S.W., G. W. KETTLE, Manager.

Paris Office: 10 Rue de la Victoire, JEAN H. FULGERAS, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$75; half page, \$37.50; quarter page, \$18.75; one inch, \$5.60. Classified 40 cents a line—net. Minimum order \$2.00.

JOHN IRVING ROMER, Editor

NEW YORK, AUGUST 16, 1917

**Oversold Manufacturers Should Go On Advertising**—What about the manufacturer whose output is oversold? Is he justified in continuing his advertising under present conditions? Even though war-time orders are eating up the capacity of his plant, should he keep right on with his advertising to the general consumer? There is but one answer to these questions and it is given very emphatically by C. H. Clark, of the Robbins & Myers Co., in the leading article in *PRINTERS' INK* of July 26th. He shows with unmistakable clearness that advertising is a basic part of the permanent business structure that every manufacturer should be trying to build, and that to discontinue the building programme simply because immediate sales are not needed is deliberately to

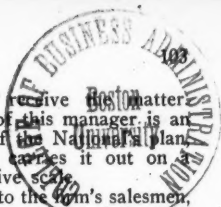
endanger the previous investment.

Much additional evidence along this same line is offered in this week's issue by L. B. Dudley, advertising manager of the Federal Motor Truck Company. He gives the names of advertiser after advertiser who faced this issue during the last few months, and tells of the logical stand they have taken. Especially significant are his allusions to certain lines in England, where manufacturers are unable to take any new business, but still are going right ahead with their advertising, asking for after-the-war orders.

*PRINTERS' INK* has repeatedly pointed out the value of continued advertising as good-will insurance. After all, persistency, in spite of conditions, is the most essential thing about an advertising policy. This is so obviously true and has been proved in so many instances that anyone who questions it is not fully sold on advertising.

But especially at this time should the wisdom of maintaining the continuity of the advertising appeal be apparent to the manufacturer who has more business than he can handle. With their big competitors forced to decline orders, many small or new concerns are picking up a lot of easy business. They are thus establishing valuable relations with the trade and are getting a position in the market from which it will not be easy to dislodge them later on. For this reason the oversold manufacturer or the manufacturer who is handicapped in getting his material, should advertise to keep in touch with buyers that temporarily he cannot sell. If not, they will forget all about him and he will lose much of the good will which he formerly took such pains to create.

More than one example has been chronicled in *PRINTERS' INK* of a manufacturer who shut down on his advertising because he didn't need the business and later woke up to find that an enterprising competitor had taken his place in the esteem of the buying public. All seasoned advertisers recognize this fundamental



principle of advertising. It probably, more than anything else, is responsible for their success. They advertise not to get orders to-day, to-morrow or the next day, but that they may be getting them five or ten years hence. Most of them are always working up to capacity. Many of them are often oversold. But they do not let present busy-ness blind them to the fact that if they let up on their advertising, competitors will gradually edge in on their good will.

### Retail "Spotters" Help Advertising Managers

One of the great bugaboos of the advertising manager's job is the seeming unresponsiveness of the average dealer. "If I could only get the retailer to work with me, to test out my 'selling helps' on his customers, to try my window displays and then tell me exactly what effect they had on his trade, I could make a vast improvement in my work," is a fond hope that executives in charge of advertising frequently express. True enough, the dealer, considering him *en masse*, does seem distant and phlegmatic.

But it is a fallacy to assume that all retailers are alike. Many of them are enthusiastically responsive, and will do anything within reason for the manufacturer, when appealed to in the right way. If the advertising manager could pick a few of these out of the mass, and get them to conduct a sort of laboratory in which his ideas and plans could be honestly and disinterestedly dissected from the retailer's practical viewpoint, what a wealth of suggestion the manager would get! Many advertising men are trying to do this, but PRINTERS' INK knows one who has a plan that enables him to do it more systematically than is customary. It is said that in the early days the National Cash Register Company submitted all its literature to a nearby corner grocer for his opinion because his attitude toward it would be representative of that of the average dealer

who would receive Boston matter.

The idea of this manager is an adaptation of the National plan, although he carries it out on a more extensive scale.

In talking to the firm's salesmen, in going through the daily mail and in various other ways, he is always on the lookout for evidences that indicate that certain retailers are worth knowing better. Whenever he finds one that looks promising, he cultivates him assiduously, gets as "close" to him as he can; and gives him special co-operation. In several cases the relation has grown so friendly that the dealers have become practically assistants to the advertising manager. He calls them his "spotters." They keep him posted as to what is happening on the firing-line. They send him the literature that his competitors are getting out. They try out his consumer letters on their mailing lists and report results. They "spot" the weak points in his dealer appeals. They are always frank in offering him suggestions and in criticizing his efforts.

This man is not letting his "spotters" run his job. He realizes that most of these dealers are men of only average ability and that it would not do for him to lean on them too heavily. He knows, however, that their hard-headed viewpoint restrains his own untempered enthusiasm and helps to keep his feet on solid earth.

### Dual Agencies Instead of Exclusive Agencies

One of the hard-dying delusions of business is the mistaken idea that everything would be rosy if we could only hang a sheriff's sign on our competitor's factory. Our intolerance, so far as our competitor is concerned, is often a close second to the phases of it that Griffith has pictured in his famous photoplay. Nothing is too bad to happen to a competitor, our only fear is that it will not happen soon enough. This attitude is well illustrated by the desire of the average merchant to secure the exclusive agency for a well-advertised line. But are



not these merchants mistaken? Are competitor-eliminating agreements a protection or a handicap?

Not so very long ago a well-known national advertiser of shoes received a letter from a Philadelphia dealer asking for the agency for his line in the Quaker City. The letter went into detail regarding the amount of shoes the writer would agree to sell and ended with this significant statement:

"We are writing you with the knowledge of Blank & Company, your regular agents here, who look with favor on sharing the agency with us, *inasmuch as they feel that the right sort of competition would mean more business for both of us.*" The advertiser immediately got in touch with the established Philadelphia dealer and verified this statement. The older dealer took the stand that there was business enough in Philadelphia for both of them, and inasmuch as he was not getting it all as it was, he felt that with two dealers pushing the line it would more than double the demand, and each would share the surplus business.

So the advertiser took the dealer at his word and established a dual agency. At first there was a falling off in sales of the older house. Then little by little the promotional work of the new dealer began to take hold. The customers lost to the older dealer when the new one announced the line were replaced by customers created by the advertising of the new dealer. Soon the old dealer was buying normally, and the new dealer was running him a close second. The older dealer shoved the throttle open another notch—he feared the newcomer would show him up. It wasn't long before the older dealer had increased orders by 25 per cent, and the newcomer had passed the older dealer's sales figures. Again the speeding-up process was repeated. Again the sales of both showed a corresponding increase with a corresponding profit to both. And to-day these two dealers are getting three times the business out of Philadelphia that

the old dealer used to get alone. Both are netting a handsome revenue from their joint effort—especially the older dealer, who is making more than twice the money on the line that he used to make under the "protection" of his exclusive agency agreement.

Nor is this by any means an isolated case. We could point to other equally striking examples of increased sales to both dealers when dual agencies were established. All of which goes further to prove the truism often pointed out in these columns, that clean competition makes for more business. The business man who stays awake nights worrying about putting his competitor out of business is simply conspiring to cheat his own bank account.

### Waltham Chronometers All Go to Allies

The Waltham Watch Company announces to retail jewelers in trade-paper space that further deliveries of box chronometers cannot be made during the balance of the year and possibly not until the end of the war. The reason assigned is the chronometer requirements of the U. S. Navy, Canadian Government and British Admiralty preclude the filling of private orders.

"We trust you understand our desire always to serve the trade to the best of our ability," the advertisement continues, "but we believe that your feeling of patriotism and your realization that in a crisis of this sort the Government wants should come first—in fact your sense of obligation to your country—will cause you to commend our action in unhesitatingly accepting these orders from our Government and our Allies.

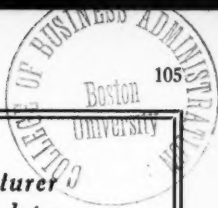
"This explanation is, however, due you, and while we cannot help expressing our regret at our inability to supply you with this particular part of our product, we are sure you will join with us in our feeling of satisfaction at being able to be of service to the Government."

### Advertising Men Win Commissions

James M. Ethridge, Jr., formerly of the Ethridge Association of Artists, was among the Plattsburgers to receive a commission, announced last Monday. He has been made a second lieutenant in the cavalry section, O. R. C.

Raymond Welch, formerly on the advertising staff of PRINTERS' INK, was commissioned second lieutenant in the infantry section, O. R. C.





*To the American Manufacturer  
Who May Be Interested in*

## THE MARKETS OF EUROPE

For the benefit of manufacturers of American-made products who may wish first-hand and authoritative information upon the question of introducing and establishing their goods in the countries of Europe at the close of the present war,

### JEAN H. FULGERAS

as associate of this Company, will be open for definite appointments during the latter part of August and all of September, 1917.

Because of his extended experience and his knowledge of conditions obtaining in practically every standard industry in the European field, and by reason of his association with the undersigned—the largest sales and advertising organization on the Continent—Mr. Fulgeras is perhaps better equipped than any other individual to advise with the executives of American houses upon this subject.

Throughout his visit to America, Mr. Fulgeras will make his headquarters for the United States at the offices of Collin Armstrong, Inc., 1463 Broadway, New York City,—and his Canadian headquarters, with Smith, Denne & Moore, Ltd., Lumsden Building, Toronto, Canada. Appointments may be made with him by mail, no obligation involved, at either of these addresses.

### Société Européenne de Publicité

French Ltd. Co. Capital 5,000,000 Francs

Operating the amalgamated advertising agencies of  
John F. Jones—M. & P. Mery—C. O. Communay.

10 Rue de la Victoire Paris, France

Cable Address—Sepublicit, Paris

## THE "PRO"

A Magazine devoted to the interests of the Professional Golfer, Greenkeeper and Steward

### ADVERTISING RATES

Page .....\$75.00  
Half page..... 37.50  
Quarter page..... 20.00

Quarter page is the minimum amount of space

Preferred position: First and fourth covers \$100 in two colors; second and third covers \$75 in two colors, \$25 each additional color

### DISCOUNTS

For 12 insertions.....10%

For 6 insertions..... 5%

3% cash discount for payment in ten days from date of bill

Size of type page 5½x8 inches

Width of column 2½ inches

The above rates effective

Oct. 1, 1917

Contracts for twelve insertions at the old rate of \$50 a page accepted on or before above date

**C. B. WILCOX & CO.**

Publishers

303 Fifth Avenue  
New York City

## DETROIT AGENCY

wants copy-writer with retail advertising experience. Excellent opportunity for young man who can grow. Write a letter selling your services to P. I. Box 164, 709 Free Press Building, Detroit. U. S. A.

## Lincoln Freie Presse

LINCOLN, NEB.

Actual Average Circulation **133,992**

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 35c.

**L'VANBENSOTEN**  
COMMERCIAL  
ARTIST

18-WEST-36-ST.,  
NEW YORK

PHONE 4257 GREELEY



## New Flashlight Campaign

A new advertiser to appear in the fall will be the Usona Manufacturing Co., Inc., of New York, which will take space in several national magazines to advertise Kwik-lite flashlights. This company is selling agent for the Bridgeport Metal Goods Manufacturing Co., of Bridgeport, Conn., which has been making flashlights for other concerns. In 1914 it started to market one of its own, but this is its debut as a national advertiser. In addition to the consumer advertising, the company is conducting an extensive dealer campaign.

## "Anzac" Cannot Be Used as an Ad

The Canadian Government has passed an "order in council" prohibiting the use of the word "Anzac," either alone or in compound, in any trade-mark, descriptive name of any company, or the application of said word to any goods offered for sale in Canada. The importation of goods bearing this name was prohibited some time ago.

## Burnham Resigns from Gray Motor Co.

Rufus B. Burnham has resigned as advertising and marine sales manager of the Gray Motor Company, of Detroit, Mich. He was formerly advertising manager of the Sterling Engine Company, and prior to that with Doubleday, Page & Co., and with the Munsey publications.

## Publishers' Representatives Open Chicago Office

Barnhill & Henning, New York farm paper representatives, have opened an office in Chicago, in the charge of Edmund R. Landis.

This firm has secured the representation of the *Montana Farmer*, of Great Falls, Montana.

## Trade Papers Add to Staff

Frank E. Russell, formerly advertising manager for the Erwa Chemical Manufacturing Company, of Needham Heights, Mass., has joined the service department of the *Shoe and Leather Reporter* and the *Shoe Retailer*, Boston.

## Advanced with Carney & Kerr, Inc.

G. Irving Schneeberger is now assistant manager of the service department of Carney & Kerr, Inc., New York. He has been associated with this agency for over a year.

P. W. Stuckenberg, formerly of the *National Builder*, of Chicago, has been appointed advertising manager of *Building Material News*, of that city.

# Advertising Manager Wanted

by leading manufacturer in the hardware and sporting goods field.

He must be experienced and competent to handle catalog work; the preparation, purchase and distribution of literature and display material.

He must be fitted by experience to handle all details of heavy national campaign including considerable trade promotion and dealer cooperation work.

Give age, experience, reference and photograph. Information will be held confidential.

"A. M. W.," Box 330, care  
Printers' Ink.

## The Little Schoolmaster's Classroom

**A**N interesting movement was started recently in St. Louis to persuade retail grocers not to carry so many competing brands of the same sort of goods. The argument is made that if the grocer, instead of carrying eight or ten brands of laundry soap, for instance, would carry only two or three, the consumer would in reality be just as well served, and the grocer could do business with a smaller capital investment, a more rapid turn-over, smaller overhead and lower cost to the consumer, the latter being the primary argument in its favor. The more frequent turn-over would also mean fresher goods for the housewife, a matter of considerable importance with regard to cereals, coffee, tea, flour, baking powder, etc.

The movement has the endorsement of a "Women's Central Committee on Food Conservation" which will endeavor to educate the consumer to accept the reduced stocks and smaller number of brands in the interest of war-time economy and efficiency, as well as lowered cost of living. This committee believes that there would be no real difference to the purchaser if her choice were limited to three or four brands of soup or soap, while the reduction in the grocer's investment is estimated to run as high as 75 per cent, and the number of times his stock turns would be increased by 300 or 400 per cent.

\* \* \*

Naturally, there will be much protest against this idea on the part of manufacturers and jobbers who fear that in the grocers' downward revision of stock their products may be "counted out" entirely. The grocer who acts upon the suggestion (and there is every reason to believe it will be taken seriously in many quarters) will retain his most popular, widely demanded brands. For the most part, the jobbers' private brands and manufacturers' lines which

are not widely known will be the ones to go by the board.

In this emergency we see again the power of the good will created by advertising. The manufacturer who has advertised widely and persistently will find that his goods are the ones the grocer dare not remove from his shelves. The often-made claim that intelligent publicity is business insurance is here demonstrated to be a fact. The manufacturer of a grocery product which is subject to heavy competition will probably find the present a good time to use extra efforts to keep his name before the public and the retailer so that if the movement described above should gain headway it will not catch him napping.

\* \* \*

An always interesting question to the Schoolmaster is that of "heredity versus environment" in the business world. Is it better to try to employ the exceptional man in the first place, or to apply intensive training to the men inside the house in the hope of making them exceptional? There are corporations with an apparent set policy of filling vacancies by hiring away from a competitor a particularly successful man; and often the newcomer is unable to get into the spirit of the house where he is a stranger; he doesn't "catch the swing of things" and his usefulness is lessened. On the other hand, the infusion of new blood, a fresh point of view, is sometimes of great value.

It is probably true that with the right type of man at its head, a business house can find within its own ranks good timber for its big executive positions. By "the right type of man" is meant one capable of recognizing latent ability; able to inspire self-confidence in those under him so that they will not shrink from their opportunity when it comes; and fair-minded enough to give every man his chance.

Apropos of this subject, the

Schoolmaster received an interesting letter the other day from William Wrigley, Jr., whose phenomenal success in his field is sufficient evidence of his constructive business ability. "This concern has one great advantage," he writes, "inasmuch as the men at the head of it, without a single exception, have all grown up with the business. All the heads of departments who are now drawing

large salaries and earning them, started in with this concern when they were "kids" at \$4 a week.

"I think it speaks very well for the ability of the boys who started in twenty-three years ago that it has not been necessary during the enormous growth of the business to go outside of our own employees to find capable executives. These boys have seen the business grow from a very small beginning

## The Rapid Electrotpe Co.

W. H. KAUFMANN, President and General Manager

Makers of all kinds of Advertising Plates and Trade Cuts, including Stereotypes and Mats, by the wax or Dr. Albert Lead Mold Process. Sole owners of U. S. Letters Patent on Alumintype.

**New York Cincinnati Chicago**

The Largest Makers and Distributors of Advertising Plates in the World

REFERENCES:—Any five national advertisers you may think of. If you ask them, you will, perhaps, find that several of them already know what Rapid's Service means.

## The Electrical Experimenter



## The Electrical Experimenter

now in its fifth year with a circulation of 78,000, has the largest circulation of any electrical periodical printed in the United States and abroad. It caters to young men and grown-ups with hobbies, who can afford to spend money. An ideal publication for all electrical and mechanical advertising as well as instructions.

The August issue carried 5,821 lines of paid advertising. Over 200 papers and periodicals quoted from the columns of THE ELECTRICAL EXPERIMENTER last month. Send for circulation statement and rates.

**Experimenter Publishing Company**

280 Fulton St., New York City.

## To open new territory TALK WITH Heegstra

H. Walton HEEGSTRA, Inc.—MERCHANDISING—25 E. Jackson Boulevard, Chicago

### DISPLAY ADVERTISING

**B & B SIGN CO. INC**  
GLASS SIGNS AND SMALL ELECTRIC SIGNS  
FOR ADVERTISING / MOVING WINDOW DIS-  
PLAYS / WINDOW SIGNS AND LETTERING

341-347 FIFTH AVE. N.Y.C.

## Chance a Dollar on Tim Thrift

It won't break you—and he'll send you his new direct-mail magazine, *The Mailbag*, for a year. If you aren't satisfied that every issue's a dollar's worth, you can have your money back.

If you want to keep advancing in your knowledge of direct-mail advertising—if you want to know the plans, schemes, ideas, stunts, with letters, folders, booklets, enclosures, broadsides, mailing cards, that have won for other men—if you want the biggest dollar's worth you ever bought—write your name and address on the margin—attach a dollar—and mail it to TIM THRIFT, The Mailbag Publishing Company, 1800 E. 40th St., Cleveland, Ohio.

Established New York trade paper man, with Broadway office in heart of downtown district, would like to represent out-of-town publishing or advertising interests requiring part time service; extended experience with manufacturing and commercial affairs. Address George F. Saward, 206 Broadway, New York.

## Export Trade Counsel

L. de LEOPOLD,

## International Commerce Association

47 W. 34th STREET, NEW YORK

Follow the lead of the World's greatest advertisers—

## POPULARIZE YOUR TRADE MARK

Send illustration for quotations—

Our booklet, *Successful Advertising Ideas*—FREE

The Old King Cole Papier Mache Co.

Canton, O.



We reproduce this familiar Trade Mark

to the largest of its kind in the world, and have helped make it grow. They all know the game backwards. I consider myself very fortunate to be in this situation in regard to my assistants."

\* \* \*

The interesting problem, of course, is whether these men would have climbed as far as they have if they had started to work for someone less able than Mr. Wrigley. Probably the answer is that innate ability and the opportunity created by a wise employer both have something to do with a man's rise; and which is the more vital no one can tell exactly—not even the man himself.

\* \* \*

One of the older advertising men recently went on record with a statement that a leading newspaper would give its advertisers a "ten per cent" return, "on the average." The Schoolmaster regards such claims or statements as unfortunate for the advertising business. That the paper in question may bring some advertisers a ten per cent profit, or possibly even a twenty-five or fifty per cent profit is not questioned. But for most advertisers there is no known way of calculating accurately what a new advertising campaign in that medium or any other medium will bring. That one advertiser may have done well with his use of space in a certain publication argues well for other advertisers of that class, but some other advertiser of a different class may, with even the best copy, make a poor investment. Advertising men talk loudly of advertising successes but refrain from whispering about failures, and there are many advertising failures—due as often probably to unwise choice of mediums as to poor copy or weak merchandising plans. Furthermore, it is well-nigh impossible for many advertisers to check accurately the results of their publicity. Such men or firms have to take much on faith. The experienced general advertiser will, as a rule, smile broadly at assur-

ances that a certain medium will yield a fixed percentage over the cost of the advertising. He is past the stage where such prophecies have any effect. The harm comes with the new advertiser. He usually expects too much anyhow, and if he opens his campaign with the idea that he is, in a short time, going to get back his full cost and an additional five, ten or fifteen per cent, he is likely slated for keen disappointment. Agency men know well the type of advertiser who says, "Now, I have very little capital on which to start this thing, and the campaign must pay for itself as it goes." The agency that values its reputation knows what to tell such a man. It pays to tell him the truth.

**Solicitor** for high grade publication wanted on strictly commission basis. Exclusive territory given to producers. Write giving complete details to "B. C.," Box 331, Printers' Ink.

**CLIMAX**  
SQUARE-TOP  
PAPER CLIPS  
PATENTED DEC. 12, 1916

Highest in QUALITY, Lowest in PRICE.  
Packed 10,000 to box

10 M .....	15c Per M
50 M .....	10c " "
100 M .....	8½c " "
500 M .....	8c " "
1000 M .....	7½c " "

Packed 1000 to box, 2c per M extra.  
**BUFFALO AUTOMATIC MFG. CO.**  
457 Washington St., Buffalo, N.Y.

## "Y and E" Advertising Systems

Rates  
Magazine Advertising  
Inquiries and Sales  
Schedule of Advertising  
Purchase Orders  
Ledger  
Clippings  
Cuts and Photos  
Contracts  
Job Costs  
Stock Record Printed Matter

Check this list of proved-successful "Y and E" systems, and mail this ad for samples of all the different forms you would like to see and study. Indicate any special-to-order systems that would interest you.

**YAWMAN AND ERBE MFG. CO.**

844 St. Paul St., Rochester, N. Y.  
Makers of "Y and E" Filing Devices and Office Systems.

**Largest Circulation of Any German Catholic Weekly—38,700**

**ST. JOSEPHS-BLATT**  
SAINT BENEDICT, OREGON  
*Founded 1888—Reaches Rural and City Population all over the Union*

## Printing

Typography that will make your advertising attractive.  
**SERVICE** that will help tell your story convincingly.

**Charles Francis Press**

PRINTING CRAFTS BUILDING  
Eighth Ave., 33d to 34th St., New York City

## GUMMED LABELS

FOR *Your Parcel Post and Express Shipments*

Insure the prompt delivery of your mail and express shipments by typewriting the name and address of the consignee on a label bearing your business card.

**MCCOURT GUMMED LABELS IN PERFORATED ROLLS**

Are printed for addressing on your typewriter. Gummed labels in rolls are more convenient and economical than the old style flat and loose label. Buy your gummed labels of gummed label specialists.

Send for full particulars and catalogue

**MCCOURT LABEL CABINET CO.**

H. H. BLACK, Pres.

53 Bennett St., Bradford, Pa.



## Classified Advertisements

### HELP WANTED

**WANTED**—Assistant in Advertising Department of large wholesale house located in the Northwest. Box 742, care Printers' Ink.

**CORRESPONDENT**—Assistant for Agents' Department of well-known magazine. College graduate with some knowledge of salesmanship; versatile; aggressive. Exempt from draft. State experience, age and salary expected. Box 762, care Printers' Ink.

**CIRCULATION BUILDER** and copy writer wanted by magazine and publishing company. Experienced man only. Excellent opportunity. Send application, stating experience, results, salary desired and, if possible, copies of work done. Box 747, Printers' Ink.

**Assistant in Department of Correspondence Censorship**—Applicant must have thorough knowledge of English, combined with letter writing ability and business experience. Must be able to analyze letters and reports and offer constructive criticisms. Must have executive ability and be capable of taking a large share in directing the correspondence work of a manufacturing organization whose methods are already standardized and highly efficient. Give details as to education, experience and salary expected. Box 743, Printers' Ink.

### YOUNG MAN AS ASSISTANT ADVERTISING MANAGER

for large and well-known manufacturing corporation. Unusual opportunity for a bright and well educated youth willing to start with small salary where valuable experience and knowledge may be gained by quick observation. Opportunity for rapid advancement in salary and succeeding position. At least one year's experience in printing or advertising field necessary. Stenographic ability preferred. Full particulars. Box 768, care Printers' Ink.

### WANTED!

### Advertising Solicitor Who Has Accounts

We are "gun shy" of expectations, promises and rainbows. We want an Advertising Solicitor who can bring business with him wholly or nearly sufficient to cover his drawing account. Whether it be small or large depends upon proof of actual accounts.

To an active, able, ambitious Solicitor we offer a splendid connection with a successful, up-and-doing, well-known Advertising Agency, composed of young men who are willing, in due time, to share profits with an earnest co-worker, though no investment is required. Give full particulars, which will be held in strictest confidence, and an interview will be promptly arranged. Address President, Box 748, care Printers' Ink.

**Wanted**—Young man (Gentile) as assistant order clerk by general advertising agency in New York City. Must have advertising inclinations, ability to operate typewriter and considerable aptness for matters of detail. Send full particulars, such as age, experience, past and present connections, and salary expected. Address Box 740, care Printers' Ink.

### Printing Salesman

A real opportunity for a first-class salesman who can originate and sell his own ideas for a complete Indiana Plant—Printing, Engraving and Commercial Photography Departments. The salesman's ability is the only limit to his salary. All Communications will be treated confidentially. Box 741, care Printers' Ink.

### WINDOW DRESSER AND SHOW CARD WRITER

A splendid opportunity for experienced young man with real merchandising ideas and instinct.

State age, experience and give references and salary wanted.

THE BINGER CO.  
53 West 23rd Street  
New York City

### MISCELLANEOUS

Advertising plays and educational industrial pictures are made and distributed by the E. I. S. Motion Picture Corp., 205 W. 40th St., New York City.

**IDEAS.** Study the best selling and advertising ideas in America. We clip newspaper ads—your line—all principal cities. Cost small. **BOYD SYSTEM, WASHINGTON, D. C.**

**PUBLISHERS** of trade papers will save money by having their printing done by **COSMOS PRINTING COMPANY, 49 Madison Street, New York.** Magazine and color work a specialty. Estimates furnished on application.

**12¢ a Sheet Posts R.I.**  
FARMER & MILLARD BOARDS LISTED GUARANTEED SHOWN  
ADDRESS UNION TRUST BLDG., PROVIDENCE R.I.  
**Standish-Barnes Co.**

**ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City,** sends newspaper clippings on any subject in which you may be interested. Most reliable bureau. Write for circular and terms.



Moving picture theatre managers now buy films in the open market. The old "programme" restrictions are passing. We make moving picture advertising in the interesting form that patrons of the moving picture theatres like to see. We get **DISTRIBUTION** for our clients. Details and sample reel forwarded to advertising managers. Address, B-D-F FILMS, Wilkes-Barre, Pa.

#### POSITIONS WANTED

##### AD MAN

trained in general and mail-order advertising, now employed, but desires change. Age 35. \$2500. Box 746, care Printers' Ink.

#### Typographic Specialist

Practical printer and lay-out man desires to make a change. Box 755, care Printers' Ink.

Young lady with nine years exceptional experience in advertising, manufacturing offices and sales promotion work desires position as sales correspondent with growing concern. Box 767, P. 1.

##### Advertising and Sales Executive

Aggressive, resourceful man of proven ability—accustomed to taking initiative and assuming responsibility. Splendid record. Box 744 care Printers' Ink.

##### CORRESPONDENT STENOGRAPHER

Young man (25); wide experience; knowledge of advertising; executive ability, wishes position where merit wins promotion. Box 760, Printers' Ink.

##### NATIONAL ADVERTISING MANAGER

Woman of broad experience as copy writer, journalist, saleswoman and promotion manager, now publicity manager for large corporation, desires change to agency or other national advertiser. Box 749, care Printers' Ink.

### Assistant Advertising Manager Services Available DETAILS ON REQUEST Box 752, care of Printers' Ink

**BRIGHT ADVERTISING MEN** who have had successful experience with **MERCANTILE and MANUFACTURING** concerns are among our clients. If you have an opening, give us your requirements and let us send records. No charge is made to employers. **FERNALD'S EXCHANGE, Inc.** (established 1898). Third National Bank Building, Springfield, Mass.

### I WILL INVEST \$10,000

in an established agency or magazine. I am 25 years old (exempt from military duty). Have had more than three years experience along detail and selling lines, as junior executive and space solicitor. I am now working in a responsible position. I want to become financially and actively connected with a progressive concern with opportunity to demonstrate my capability and where my investment will bring satisfactory returns. References and full details of proposition required. Box 758, care Printers' Ink.

#### TO PRINTERS

A good man to take charge of the mechanical department of your plant will be open for engagement Sept. 1. Address Box 764, care of Printers' Ink.

**ARTIST AND EXECUTIVE**—Creative ideas, experienced in layouts for catalogues, booklets and folders. Color, pictorial and figure illustration; 12 years experience. Not subject to draft. Box 759, care of Printers' Ink.

#### TRAIN ME NOW

for that vacancy the draft will leave. College graduate (20). Agency and editorial experience; basic knowledge of engraving, etc. Moderate salary. Box 750, care Printers' Ink.

**EXPERIENCED JOURNALIST** desires connection with trade paper or house-organ; investigator, writer; knows lay-out and make-up; not subject to draft. Address Box 757, care Printers' Ink, New York.

#### TRY HIM ONE WEEK—AUG. 27

\$50 man in N. Y.—Excellent copy and layout man with sales ability; technical and class paper experience; knows art work, engraving, printing. Address Box 761, care Printers' Ink.

**CAN YOU USE YOUNG MAN**—26 years old, married, 5 years' printing experience as office man and salesman. Clean cut, efficient, competent to fill position of purchasing man. Best of references. Box 756, care Printers' Ink.

**CAPABLE EXECUTIVE** with complete and thorough knowledge of the entire printing industry, desires to connect with large manufacturing or business corporation to take charge of their printing requirements. Successful record with present employers. Box 754, care Printers' Ink.

#### ASSISTANT

Four years in printing business learning everything an advertising man should know. Can relieve a busy manager of all detail. High school graduate, age 21; not in draft. Doesn't mind hard work or long hours, but job must have future. Box 753, care Printers' Ink.

#### To Publishers—

Well educated, energetic young woman with ten years' business experience desires connection with publishing house. Thoroughly efficient stenographer; broad training in engineering and agricultural lines. Now employed by well-known engineering concern this city. \$25.00 to \$30.00 a week. Box 745 care Printers' Ink.

#### I Belong in a Small Agency

Where all my versatility can be put to profitable use. Know type and how to use it; can write and rewrite; can put the punch in a headline; am big enough to sign my stuff on a New York daily. Held a responsible position with a big agency (now defunct), whose ex-manager says I am "a man to be depended upon." Am a red-blooded American, healthy and happy. Box 751, care Printers' Ink.

# Table of Contents

PRINTERS' INK, August 16, 1917

<b>Great Arms-Maker Advertising to Create a Peace Market.....</b>	<b>3</b>
<i>Henry A. Beers, Jr.</i>	
Winchester Repeating Arms Company in Three Separate Campaigns to Revive National Interest in Marksmanship as a Sport.	
<b>Advertising to Be Used in New York's Mayoralty Campaign.....</b>	<b>12</b>
<b>Making Over an Exhausted Market.....</b>	<b>17</b>
How the Cushman Motor Works Established a Big Business in Farm Engine Field.	
<b>Federal Bureau of Publicity Proposed.....</b>	<b>20</b>
<b>Can Saleswomen Take the Place of Conscripted Salesmen?.....</b>	<b>25</b>
<i>John Allen Murphy</i>	
Evidence from Manufacturers Who Tell Their Experience with Women Sales Representatives.	
<b>The British Soldier as a Selling Point.....</b>	<b>37</b>
<i>Thomas Russell</i>	
London Correspondent of PRINTERS' INK.	
<b>Letters That Let Self-Interest Sell the Customer.....</b>	<b>45</b>
Examples That Did and Did Not Effectively Challenge the Readers' Sense of Self Interest.	
<b>"Scare" Copy Taboo in Lightning Rod Campaign.....</b>	<b>48</b>
Company Adopts Educational Instead of Sensational Method of Getting Inquiries.	
<b>Names of Dealers Rotated in Newspaper Copy.....</b>	<b>58</b>
<i>Paul C. Gerhart</i>	
Of Armstrong Packing Co., Dallas, Texas.	
<b>How the International Harvester Gets the Good Will of the Child.....</b>	<b>65</b>
What It Is Doing to Make the Boy and the Girl Like Farming.	
<b>Using a Traveling Corps of Window Display Men.....</b>	<b>66</b>
How One National Advertiser Operates His Own Staff—Their Recruiting and Management.	
<b>Dealers "Invited to Buy" When They Won't Be Sold.....</b>	<b>72</b>
Persuasive Methods Succeed in Merchandising Campaign That Could Not Be Put Over by Aggressive Means.	
<b>How the Printer May Help You Cut the Printer's Bills.....</b>	<b>76</b>
<b>Selling the Red Cross.....</b>	<b>80</b>
Where to Go to Reach This Market.	
<b>"Full Speed Ahead" a Wise Advertising Policy in War Time.....</b>	<b>88</b>
<i>L. B. Dudley</i>	
Of the Federal Motor Truck Co.	
<b>Editorials.....</b>	<b>102</b>
Oversold Manufacturers Should Go On Advertising—Retail "Spotters" Help Advertising Managers—Dual Agencies Instead of Exclusive Agencies.	
<b>The Little Schoolmaster's Classroom.....</b>	<b>108</b>

Number 1

## Buying advertising intelligently

In view of the element of uncertainty attached to the purchase of advertising space and the high degree of speculation in judging the quality of magazine circulation, Scribner's Magazine has stepped forward and set an example by offering to render every advertiser and prospective advertiser a complete credit agency rating report on 12½% of its subscription list.

Reader confidence is what makes Scribner's of value to you. Here is the evidence:

WINNETKA, ILLINOIS

My dear Miss Patton  
I am enclosing  
check for flags. They came  
very promptly and were  
very satisfactory, except  
that I find it a little  
difficult to dispose of the  
large size, as I had  
succeeded in getting  
a beautiful set of other  
flags, made by a different  
firm, of lovely shades  
a bit smaller, for a little  
less. However I shall get  
rid of them all eventually.  
Will you kindly send.

Re - notice of the auto mobile  
flags for the small flags -  
I hope to sell many more  
but your matter was minor  
and I haven't had an  
opportunity to make the  
effort which I hope even  
to have. Thank you so  
much - I feel as though  
some way you were going to  
be a useful person to me.

Cordially Yours  
Thos. H. Jessie McInerney  
Jessie Foundation Co.

A letter from a Scribner subscriber to the director of our Fifth Avenue Shopping Section



50¢ a copy  
85¢ a year

## ARCHITECTURE

THE PROFESSIONAL ARCHITECTURAL MONTHLY

VICTOR ANDRE MATTESON, *Architect, Chicago and La Salle, Ill.*, says: "It is with satisfaction that we find Charles Scribner's Sons taking over "ARCHITECTURE."

A. B. C. Member CHARLES SCRIBNER'S SONS, PUBLISHERS, NEW YORK

**Color Advertising is now handled with absolute satisfaction in The Chicago Sunday Tribune's Tabloid Color Section at \$800 per page.**

If the color rate were figured on the same basis as the rates of weekly and monthly magazines, a page would cost from \$2000 to \$6000, yet the cost is only \$800.

The circulation of The Chicago Tribune's Tabloid Color Section in Illinois, Indiana, Iowa, Michigan and Wisconsin—"The Heart of America"—is greater than that of any magazine.

## **The Chicago Tribune**

**The World's Greatest Newspaper**

(Trade Mark Registered)

*Member Audit Bureau of Circulations*

Eastern Advertising Office :

251 Fifth Avenue, New York City

Pacific Coast Advertising Office :

742 Market Street, San Francisco